# Advertising Age 

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## THE NATIONAL NEWSPAPER OF MARKETING

In Maryland
Ad Tax Ban Bill Passes;McKeldin Signature Due
Annapolis, Md., Feb. 27-Both houses of the Maryland legislature have passed the Robinson bill (AA,
Feb. 24) to ban special taxations of Feb. 24) to ban special taxations of
advertising or media by subdivisions of the state. Gov. McKeldin's signature is expected as soon as the attorney general certifies that the bill meets legal requirements. The senate unanimously ap
proved the bill late last night fol lowing earlier approval by the house
to 16 .

- Almed at preventing local discrimination against advertising
such as the ill-fated Baltimore such as the ill-fated Baltimore
taxes on advertising and media, the Robinson bill specifies that: (1) No tax on advertising sales may be imposed by a locality unless business in general is taxed at the same time and at an equal rate; (2) a
subdivision may not impose a gross receipts tax on advertising or advertising media.
The Maryland Advertising Council, which had originally drawn up a bill to prevent adver-
tising taxes on a state level, threw its support to the Robinson bill in order to expedite its passage during the present legislative session.
- Delegate Jerome Robinson said of his bill, "House Bill 122 does not confer any special privileges upon advertising or advertisers. It merely does justice. It prevents local discriminatory taxes and requires equal treatment of advertising a
(Continued on Page 73)


## In '57 Top 100 Advertisers Invested

## \$812,131,124 in Magazines, Network TV

Bristol-Myers Joins 100;
Ford, Chrysler Boost
Totals; P\&G Still Leads
New York, Feb. 26-The nation's top 100 national advertisers last year spent a total of \$812,131, 124 in magazines, supplements and network television, according to compilation by Leading National Advertisers Inc. from Publishers

## Volkswagen Names

Mathes; Eyes Bigger
Slice of U.S. Market
New York, Feb. 27-J. M Mathes Inc. has been awarded the Volkswagen account.
It is the first agency appoint ment for Volkswagen of Americ Inc., U. S. subsidiary of the German automobile manufacturer The Volkswagen is by far the leading seller in the burgeoning foreign-built cars sold here in 1957, (Continued on Page 76)


Went
Frest
Frey reporters-Trio telling newsmen of Frey Report on the adver tising industry at session convened by Assn. of National Advertisers included Prof. Albert W. Frey of Dartmouth; Paul West, ANA presdent; and Donald S. Frost, vp and advertising director of BristolMyers Products Co. and chairman of the ANA's ageney relations committee.

## Rebating by Agencies Isn't Unethical: Frey

Pay Arrangement Is Part $\begin{aligned} & \text { its own subtle, complex and dis- } \\ & \text { tinctive needs that make an indis- }\end{aligned}$ of Each Client-Agency Relation, Says ANA Study
New York, Feb. 25-A com pleted Frey repurt, 424 pages in all released yesterday by the Assn. of National Advertisers, concluded hat "a universal, standard compensation method is difficult to acArg
cept."
Arguments for and against par icular methods, reported Prof. Al Davis after a year-long study "must be evaluated in terms of the specific situation.
"Generalizations regarding the over-all advantages and disadvan tages of this or that method deserve attention for whatever guidance they may offer, but they should no hey may offer, but coney should no linctive needs that make an indisproach to compensation inadequate.'
A preliminary analysis of the report was given Oct. 30 at the Atlantic City meeting of the ANA At that time Advertising Age reprises in the preliminary report and no real recommendations fo a change in the existing system beyond the basic implication that
(Continued on Page 66)
Agency, Media Men,
Ad Managers Have Disparate Views
Nzw York, Feb. 25-Some figsearch for the Assn. of Nationa Advertisers:
Arguments in favor of media commission system- $13.4 \%$ of the reported "it works"; $31.9 \%$ of the agencies concurred, as did $24.2 \%$ said they thus know in advance the amount of the budget; agency (Continued on Page 8) 1956, the 100 top advertisers in1956, the 100 top advertisers in was $\$ 689,256,978$.
Network television got \$445,962,685 of the 1957 total invest $\$ 294,050,689$ and Sunday received $\$ 294,050,689$ and Sunday magazine Procter \& Gamble the top of the spending heop, with the top of the spending heap, with increase apration of $\$ 2.101,51$, an increase of nearly $\$ 2,000,000$ over its 1956 investment. In second which invested 841 , 834,294 in the Which invested $\$ 41,834,224$ in the media. GM's figure, however, was down about $\$ 7,000,000$ from the - Chryter Corp., which

- Chrysler Corp., which had been In fifth place in 1956, with an expenditure of $\$ 26,923,885$, jumped to hird place in 1957, when it investd $\$ 30,945,944$. Colgate-Palmolive ropped from third place to fourth $\$ 29,078,118$ compared with 566,513 in 1956.
A big increase in advertising ap-
 (Continued on Page 62)


## Last Minute News Flashes

Bryan Houston Gets Whitehall's Soothol
New York, Feb. 28-Bryan Houston Inc. has picked up its eighth new account in six months-Whitehall Laboratories' Soothol tablets, formerly with Sullivan, Stauffer, Colwell \& Bayles.
Lincoln to Name Agency Next Week; Race Down to 3
Dsarbonn, Feb. 28-The race for the Lincoln automobile account has been narrowed to three agencies as AA went to press. Lincoln will heavy favorite, with Benton \& Bowles and Cunningham \& Walsh stil in the running.
Duryed Moves from McAdams to Doherty, Clifford New Yonk, Feb. 28-William E. Duryea, formerly exec vp of Wilham Douglas McAdams Inc., has joined Doherty, Clifford, Steers \& Weber Marking Systems Names Waldie \& Briggs Chicaco, Feb. 28-Waldie \& Briggs has been appointed to handle ad vertising, sales promotion and marketing activities for Weber marking systems division of Weber Addressing Machine Inc. Stoetzel \& Associates is the previous agency. The account is reported to bill about $\$ 100,000$.

## JWT Resigns Its $\$ 3,000,000$ Share of Swift, Ending 65-Year Relationship

> McCann, with Bulk of $\$ 15,000,000$ Account,
> May Get Thompson Part

Chicago, Feb. 28-J. Walter Thompson Co. has put an end to its slowly dying relationship with by resigning the remaining Swif by resign

## The agency announced the cou

## Congress Parley

Shapes Record

## Postal Hike Bill

Washington, Feb. 28-The fate of the 5 f letter and other postal rate increases approached resolu ton in a House-Senate conterenc after the Senate today put its ap proval on the rate portion of a bin which would result in the biggest postal rate hike in the nation's his its postal salary provisions.
The combination rate-pay Tammered out after three day bill rough -and oumble dhree days of plates $n$ increase of over 8700,000 000 in postal revenues and involve increases of 50 to $68 \%$ for first ond and third class mail. The Sen (Continued on Page 4)

## Fewer Advertisers in TV; They Spend More

TvB Says Nets' Gross Is Up 5.7\%, Spot 12.9\% in '57; Cause: Rate Hikes

New York, Feb. 27-The total number of spot and network television advertisers has declined, but the sponsors who are staying with

## the medium are spending more

 This is on tv. This is the gist of the story Norman E. Cash, president of the Television Bureau of Advertising, had o tell today when he held a preas conference to bring the business picture of tv up to date.Mr. Cash revealed that the number of individual companies in network tv shrank from 321 in 1956 to 293 in 1957. The aggregate of spot tv spenders dropped from 4,339 to
4,154 during the same period. He 4,154 during the same period. He
attributed a part of this loss of 28 attributed a part of this loss of 28
network and 245 spot customers to network and 245 spot customers to
mergers; he did not say how much mergers; he did not say
was due to this factor.
However, it was emphasized that the smaller circle of customers like ve enough to keep the gross time expenditures curve going up. PIB's sales lo mear was or $5.7 \%$ the tiluse for preceding year the hgure for the preceush year. The ivB-N. C. horabaugh estimated spot tv gross me sales figure for last year was
 the 1956 level.

- The TvB president indicated that most of the gain in both categories probably came from increased $5 \%-10 \%$ for spot and $3 \%-4 \%$ for network.

Note-McCann-Erickson's esti(Continued on Page 76)

## It's Up to Advertiser to End TV's 'Trivia, Boredom, Pap': Foreman

## Sponsor Should Have Concern for Show, Not Rating, Says BBDO Exec

 New Youk, Feb, 25-The re aponsibility for raising the stand vertiser, Robert L. Foreman, exec vp of Batten, Barton, Durstine \& Osborn, said here today.Mr. Foreman told a seminar of the Radio \& Television Executives Society that tv is too important a
medium of communications to be "frittered away with trivia, boredom and pap."
Referring.
Referring to a comment by
network executive who pointed network executive who pointed ou that audience measurements indi-
cate that viewers are satisfied with what they are getting, the agency what they are getting, the agency if they are satisfied; if you offer people something better, they will pe dissatisfied."
Since tv is a sponsored medium, the obligation for raising its quality "falls squarely upon the ad

- The BBDO executive attributed a large share of tv's problem to the "pathological concern" over ratings on the part of some segments of the industry. He said agencies "committed the original sin, and at first
with good cause, [since] we desperwith good cause, needinced some checks, some ately needed some checks, some
benchmarks, by which to draw benchmarks, by which to draw
conclusions about the most challenging avenue we had yet gone down."
After making it clear that he was criticizing the misuse of ratings rather than the ratings themtial," Mr. Foreman asserted:
"'Today's nail-biting attention the daily and fractional meander ings of the Trendexes and the Nielsens is a destructive influence on

Brorby to Admen: Help TV Reach Its 'Full Destiny'

It's 'Achilles Heel' of Advertising, He Tells Southwestern Ad Groups

Dallas, Feb. 25-Television was branded the Achilles heel of advertising agencies by Melvin Brorby, Needham, Louis and Brorby, Chicago, before a joint meeting American Assn. of Advertising Agencies, and the Southwestern Assn. of Advertising Agencies.
Mr. Brorby, board chairman of the Four A's, said: "I would not propose regulation of television from without. But isn't it possible or all of the groups involved in his critical medium to come together occasionally as a sounding its full destiny? "We have scarcely touched the creative genius, literary and musical, of America, in our hurried show production. I say this with due regard to the great moments when tv has shown a flash of what for America."

- Earlier, Frederic R. Gamble, president of the Four A's, was presented with a branding iron and a pair of chaps by Morris Hite, president of the Tracy-Locke Co., Dal-
(Continued on Page 59)
battle of the networks for the top competition in the time spot. Such absurd preoccupations make us slaves to their numbers instead of
masters of the information they do provide.
- "For what happens when we have so many nice neat little charts our desks? We begin to think

Ule Supplants
Brown as Head of Revamped ARF Unit

New York, Feb. 25-The Ad vertising Research Foundation has reorganized and enlarged its tech Membership.

Membership has been increase from 19 to 21, and G. Maxwell Ule
senior vp of Kenyon \& Eckhardt has been elected chairman of the group.
Mr. Ule has served on the com mittee for six years. He replaces
Lyndon O. Brown, of Dancer-FitzLyndon O. Brow
gerald-Sample.
The committee now has two vice-chairmen: A. Robert Grau stein $\mathrm{Jr}_{\text {., }}$ marketing research director of Lever Bros., and Paul E. J. Gerhold, of Foote, Cone \& Belding. Mr. Gerhold was already vice-chairman.
ARF's technical committee of fers a consultation service to companies planning research projects It also makes confidential apprais engaged in 22 consultations an nine appraisals

- "Expansion of the technical com mittee has been made necessary ture of tasks before it," said A . W Lehman, managing directo ARF. Other members of the com mittee are Edward Battey, Comp ton Advertising; Hugh M. Bevill Harper Carraine, CBS Radio; R. C Christian, Marsteller, Rickard Grey Advertising Agency; Ben Gedalecia, Batten, Barton, Durstine \& Osborn; Lawrence H. Hub Shenfield; Gordon Hughes, Scott Paper Co.; Roger Humphries, Procter \& Gamble; Robert E. Kahl Borden Co.; Leonard Kent, Needham, Louis \& Brorby; Donald R. John Man, J. Walter Thompsonst; A Edward Miller, Life; John E. Mur phy, Bristol-Myers Co.; David E Robinson, C. J. LaRoche \& Co.; John C. Spurr, McGraw-Hill Pub-
lishing Co., and Kenneth Stuart Eastman Kodak Co. \#


SPACE SAVER-Alcoa has been testing its new Flat Pak of aluminum foil in Columbus, O., and has now started national distribution. The package holds $25^{\prime}$ of foil, saves the grocer and the housewife $90 \%$ in space.


3800 HONORED-James A. Linen (right), president of United Com munity Funds \& Councils of America, presents a plaque to J. Davis Danforth, exec vp, Batten, Barton, Durstine \& Osborn, New York, for the agency's "more than a decade of voluntary public service" to the 2,100 United Fund and Community Chest campaigns. UCFCA is the national association for the united drives. Mr. Linen is publisher of Time, New York

## Bob, I Don't Think This Place Agrees with You

Vignettes of Admen Brighten New
Mayer Book, 'Madison Ave., U.S.A.

## Sympathetic, Realistic

 Picture of Admen at Work Written for the PublicNew Yonk, Feb. 28-"Madison Avenue, U.S.A.," to be published March 5 by Harper \& Bros, at $\$ 4.95$ is that rarity-an outsider's sympathetic appraisal of the advertis ing industry.
The outsider is Martin Mayer, ree-lance writer. Men and Money and a novel, "The Experts." He is a rrequent contrib-
Magazine, in which a portion of his new book received advance discussion

## In "Madison

Avenue, U.S.A.,
he has produced one of the best books ever written on the advertising business. It is a book that faithfully reproduces the flavor of the advertising scene, as savored by the people who work in it day-byday.
This is, Mr. Mayer explains in his advertising." It is based on nearly 00 interviews and is mainly con cerned with and is mainly conagency men and researchers.
Mr. Mayer names names, quotes figures and recites anecdotes tha are rich and revealing in their depiction of the adman at work.

- Despite its brevity (332 pages) "Madison Avenue, U.S.A." manages to cover a good deal of ground. Beginning with a succinct review of the advertising man and his history, it goes on to range over the operations of advertising agencies (particularly J. Walter Thompson Co. and Ted Bates \& Co.), the
struggles of media for a share of struggles of media for a share of
the advertising dollar (there is an excellent takeout on the developexcellent takeout on the developence study) and the internecine warfare in the nether regions of market research (the Dichter-Vi-cary-Politz chapter is billed, "Hats, Rabbits and Magicians").
The perspective is that of a reporter, but it is also the perspective of the agency man. Advertisers get scant attention in "Madison Avenue, U.S.A." (The Assn. of Na-
tional Advertisers is mentioned
once as having been "founded in 1912 primarily as a trade unio with the avowed purpose of break
ing agency commission rates,") Agencies get a great deal of atten tion-and some more than others.
- Rosser Reeves is one who bulk The exuberant board Mayer's book Ted Bates is quoted chairman of Than Bates is quoted more time than any other person (perhaps orful copy when recognizes col the hard-sell, reason-why, pack age-goods philosophy of the Ba


## Pfizer Names

Burdick, Becker for Two New Products

Pfizer \& Co., one of the largest advertisers in the ethical drug field has appointed Burdick, Becker \&
Fitzsimmons, New York, to handle Fitzsimmons, New York, to handle
two new pharmaceutical products. The products will be introduced later this year. No informatio Breaking on their nature
Breaking into the Pizer agenc
roster is a major accomplishmen for the young Burdick, Becke 1956, to specialize in Nothical advertising.
Pfizer already has two agencies for its ethical pharmaceuticals. Bulk of the advertising is handled Ny William Douglas McAdams Inc. New York. Several products, main ly steroids, are with
Other Pfizer agencies are Mac Manus, John \& Adams (chemica division and corporate) ; Leo Bur nett Co, (agricultural division)
and Dowd, Redfield \& Johnstone (proprietaries).
It is assumed, of course, that the new Pfizer products will no eompetitive with anything al ready in the Burdick, Becker shop It was noted, however, that Bur -Pathibimate and Aristocort-for Lederle Laboratories, a "blood" rival of Pfizer's in the antibiotic market.
Dean Burdick, president of the agency, supervises the Lederle account. Donald Fitzsimmons, vp, will head up the Pfizer account. Both are alumni of William Douglas McAdams. \#

GE Drops Fair
Trade; Sunbeam Follows Suit

New York, Feb. 27-General Electric Co., chief champion of fair trade, which has spent something between $\$ 500,000$ and $\$ 1,000,000$ annually in a losing battle to enforce the program, yesterday announced complete abandonment of
the system on the ground that it is unenforceable, legally and comunenforcea
The GE move led to the follow ing chain reaction, which may coning chain reaction, which may
tinue into other industries:

- Sunbeam Corp., Chicago, followed suit a few hours later, announcing that the competitive situation forced it to abandon fair trading of its appliances.
- Then today, the Toastmaster division of McGraw-Edison, Elgin, I11., also announced it was ending fair trading of its electric housewares effective immediately. "We wares effective immediately. "We Rexinger, company sales manager, in a telegram sent to distributors.
This means that GE and Sunbeam appliances-radios, toasters, irons, fans, vacuum cleaners, clocks
and other small appliances-may now be sold at any price that a retailer chooses, It may mean a flurwere discount houses are important marketers.
- In New York, market comparison shoppers spent a hectic day yesterday scurrying from one store to another. Price drops already range down to around $30 \%$ on GE items, and seemed likely to go pected among Sunbeam dealers as (Continued on Page 63)


## Outdoor Sales

in '57 Were Up
5\%, OAI Reports

## General Motors Led Despite Spending Cut; Ford Held No. 2 Spot

New York, Feb. 25-The 100 dvertising in 1957 spent $\$ 100,301$,432, compared with $\$ 95,685,000$ in 1956 and $\$ 93,422,641$ in 1955.
These figures were released today by Outdoor Advertising Inc. in its fourth annual listing of the top 100 users of the national medium.

- General Motors Corp. and Ford Motor Co. again led the list as the irst and second in outdoor expenditures.
However, General Motors, which spent $\$ 8,699,214$ in 1957 , cut its outdoor outlay $\$ 2,246,040$ under the $\$ 10,945,254$ that it spent in ${ }^{3} 56$ Ford, on the other hand, spent $\$ 6$, 649,689 in ' 57 , an increase of $\$ 691$,-
664 over 56 . Third '56.
Third place in ' 57 was taken by Anheuser-Busch, with an expenditure of $\$ 3,657,259$, up $\$ 608,210$ over the $\$ 3,049,049$ it spent in ${ }^{2} 56$, when
it held sixth place on the list. It
(Continued on Page 70)
Easy Appoints Ver Lee
Arnold Ver Lee has been named advertising and sales promotion manager for Easy laundry appliance division of Murray Corp. of America, Chicago, succeeding Rich ard E. Weiss. Mr. Ver Lee was product manager for Easy since 1956. Mr. Weiss joined Easy in 1938 as assistant ad manager and moved up to the top ad spot in 1944.


## Lewin, Buckhout Urge Admen: Take Steps to Overcome Your Bad Press

Use PR; Show Public You're Hard Workers, Agency Exec Suggests New Yonk, Feb. 26-A. W. Williams \& Saylor, today called upon the advertising industry to advertise itself to "bury once and

for all" the picture of the adman as the "hard-drinking cynic in the gray flannel suit."
Mr. Lewin made his appeal beKore the New York Kiwanis Club.
He suggested the establishen a volunteer steering committee to map out a plan of action and pledge lars" in services,

## "We should

public knows the truth about us," he said. "I say to my colleagues that advertising must tell its own
story. Advertising must improve its own public relations. There was a time when we looked on public
relations as a stepchild. But now it's our ally, and I think we ought to ask our pr allies to come to our
aid. Together, we should build this new image of the American advertising man.'

(Continued on Page 18)

## Boring from Without (the Country) May Be

 McCann Method of Garnering New AccountsNew Yonk, Feb. $25-$ "'
overseas; then get it at home. This might well be a rallying or for McCann-Erickson, which
making a steady practice of adding them in foreign markets.
Two of the largest accounts to change agencies in the past three years both ended up at McCann, factor was cited as the main reason for the switch.
First, in 1955, Coca-Cola Co. D'Arcy Advertising to McCann, explaining that it wanted further integration of domestic
national advertising.
McCann already had been han-

## Queen Anne Scotch

Ads Use 'Poetry,' Are 'Sort of Subliminal'
New York, Feb. 25-Van Munching Imports Inc. is launching a new campaign for Queen Anne scotch whisky in Gourmet, The New Yorker, Newsweek and Sports Illustrated, using four-color
ads that combine a traditional ads that combine a traditional
Queen Anne period setting with Queen Anne period setting with MacManus, John \& Adams is MacManus
the agency.
he agency
The Queen Anne man is introduced in "a subliminal sort of way," the release says, "You see an empty chair ... a cigaret still burning in the ash tray ... scotch on the rocks poured and ready. Why isn't ture? Because, the copy implies, it ture? Because, the copy implies

- The advertising copy is described as serious modern poetry, which it is explained, used with iight verse or jingles." The copy says "il you are the man whose tastes are tutored not instinctively senses that which is good (though rare and apart) in conversation whose wisdom of heart reflects the wish for quieter pleasures earnesty earned, etc., elc., if you are Queen Anne." "


## Set Awards for Ads

## 'Economic Dynamism

Role, Says 'Life' Ad Chief
Minneapolis, Feb. 27-A proosal aimed at overcoming the black eye sported by the advertisby Clay Buckhout, advertising diector of Life. He suggested national awards "recognizing constructive and progressive advertiskets and the dynamism of the nation's economy.
Mr. Buckhout urged admen to top worrying about their bad press and concentrate on getting "the tising talked about and recognized." "The important thing," he added, "is that each of us, while mindful the truth of his own perher and higher in advancing the usefulness,"
Mr. Buckhout, who spoke before said the club misht Adertising Club starting the national awards, posstarting the national awards, posand prestige of the University of Minnesota."


GIFT FOR BABY-This page in the April 7 Life launches Heinz's salut to babies with an offer of a spill proof tumbler in exchange for Detroit, is the agency.

## Instalment Plan for Buying Ads Urged by Harris <br> Give Small Advertisers

 Year or More to Pay, Paper Exec ProposesDetrort, Feb. 25-Instalment lan advertising to stimulate business and provide smaller compalies with a means of conducting uity basis was proposed here by Arthur L. Harris, president Mead-Atlanta Paper Co., Atlanta Ga. Mr. Harris spoke last week be fore the Adcraft Club of Detroit
"I feel that much more space ould be sold by agencies if they could evolve some system where by smaller companies could try an adequate advertising campaign on some finance plan basis," said possible for clients who have never advertised in national publicaions to do so.
"The cost of advertising in na tional publications gives smalle businesses pause for reflection, al though the desirability of such ad ertising is never in doubt," he said.
*"Many smaller companies migh be willing to do a real bang-up campaign in order to test its ef ficacy if the bills did not fall due t once.
national campaign without continuity is undoubtedly a waste of money, but continuity costs money.
"The results from such national advertising might more than compensate for its cost to compani who feel they cannot afford it. "Many of them, I sincerely think, would spend the money involved if the cash outlay could be spread over one or more fisca
"Instalment buying is an accepted tool for increasing sales when cash is short. It should not only increase the use of advertising but introduce national advertising for the first time to many who otherwise could not afford it," he said.
forelgn everything else, from paid for on time, why not finance advertising to good credit risks?" "

Myrbeck Advances White Edward G. White, account exec utive in the Quincy, Mass, home industrial industrial sales manager of the agency's Washington office.
'No Circus'

## Not-So-Hidden Persuasion Helped Burnett Split Chrysler with Y\&R

## Automotive Veteran Gets <br> signed is tv advertising in Canada (the "Climax" show) which if

 Car Account; Corporate Goes to Neophyte in FieldDetrort, Feb. 27-Recovering wiftly from the shock of McCannErickson's sudden resignation 11 days ago, Chrysler Corp. this week named Young \& Rubicam to handle advertising for Chrysler and imperial cars, and assigned the and export advertising for passenger cars to Leo Burnett Co.
Y\&R's portion of the Chrysler business will bill more than $\$ 10$, 000,000 this year. The Burnett slice will bill an estimated $\$ 8,500,000$. Billings for the two new Chrysler agencies will begin March 1. Ros Roy Inc. will continue to handle company's trucks. Still to be as

## Necchi, Elna Start $\$ 1,000,000$ Spring Drive in Print, TV

New York, Feb. 25-Nechi and Elna sewing machines today broke a $\$ 1,000,000-$ plus advertising cam
paign through Grey Advertising. paign through Grey Advertising. In addition to a four-color ad-
vertisement in the March issue of McCall's, which went on the news stands today, consumer magazines cheduled in the spring phase of the campaign include Good Housekeeping, Parents' Magazine, Photoplay, Redbook, Seventeen and True story. Pattern books and tv wil also be used. Newspaper mats for dealer use have been prepared a a follow-up.
The Necchi machines featured
include the new portable Mirella Supernova and the Nora The Eln Supermatic is also involved in the campaign.
The pattern books scheduled are Advance, Butterick, McCall's Pat tern Book, Simplicity and Vogue Three ads are scheduled for Behind the Scenes, sewing machine business magazine.
The Necchi Co. is headquartered in Pavia, Italy, while Elna is lo cated in Genoa, Switzerland. The companies market jointly in th
N. Y. Art Club Sets Coniab The Art Directors Chit York will hold its third ann York wirt creativity April conference on Waldorf-Astoria Hotel, New Yorlk.


PRESTIGE-Field \& Flint, Brockton, Mass., will run this color page in the April Fortune to promote 500 pairs of $\$ 150$ Imperials-" ... this rankly extravagant luxury." Emit Mogul Co., New York, is the agen-
worth about $\$ 1,500,000$.
Y\&R, a veteran automotive agency, handled Packard Motor Car Co. for 19 years, losing the account o Maxon Inc. in 1951. Y\&R also handled the Lincoln account for nearly four years before resigning the business a month ago (AA, Jan. 27).

Burnett has never handled an automobile account, although Leo Burnett started his advertising career in the automobile field.

- Capturing the Chrysler business was a sweet victory for Burnett, which had falled in several previous attempts to lure an auto account into the shop. Burnett finished second to Foote, Cone \& Belding in the bidding for Edsel last year and also had been tabbed as a strong contender in the scramble for the Buick account, which eventually went to McCann-Erickson (AA, Feb. 17).
In getting its share of the Chrysler account, Burnett opened fire using the old slogan, "It pays to advertise." Last November, the agenAmerican" ad in three Detroit newspapers, frankly announcing hat it was seeking an automobile account.
Shortly after the ads appeared, the agency called, upon Chrysler executives to get acquainted. Sevbetween buld in the past three months.
The meetings were climaxed ast Friday when an agency team (Continued on Page 58)


## McCarty Co., MacManus Set <br> Dverseas Units

## MacManus Operation to

 Use Foreign Agencies; McCarty to Place DirectNww Yonk, Feb. 26-Two adertising agencies have organized MacManus, John \& Adams ha MacManus, John a Adams has York office, headed by John H Byrne, who was previously in the agency's Bloomfield Hills, Mich. headquarters as an assistant count supervisor on Dow Chemical. McCarty Co Advertising, New York, has brought in Joseph G. Hitrec to direct its department. Mr Hitrec has had some 15 years' experience in international advertising. He was a creative account ex ecutive with Irwin Vladimir to. from 1949 to 1955 . For the past two years he has been in Europe.
MacManus said its international department "will be ready for complete client service by midyear." The agency will work through a network of affiliated agencies abroad.

- Mr. Byrne, who was named a vp of the agency, said the international department was established bocause "there is a need for additional service in this field" and because "we want to provide our clients with better service."

There was no announcement of the clients MacManus will be servicing in this field, but a Wkely can-
(Continued on Page 22)

## Congress Parley

 Shapes Postal BillContinued from Page ate hopes the increases will go into effect July 1.

- While a number of amendments were added to the bill on the Senate floor, the administration successfully fought off all basic changes in the rates approved by the post office and civil service committee.
As it moves toward conference the Senate bill provides a split level first class rate; $4 ¢$ for local mail, which represents about $44 \%$ of the first class volume, and $5 ¢$ for outairmail and a split-rate for postairmail and a split-rate for postcards, $3 ¢$ for cards with printed or processed mes
The bill provides for three annual increases in second class rates, each involving $10 \%$ on editorial portions and $20 \%$ on adver$\$ 15$ per 1,000 to $\$ 20$ per 1,000 on 15 per 1,000 to $\$ 20$ per 1,000 on
bulk third class is scheduled for shapes up something like this: $\$ 25$ 1, with a further increase to First Class: House bill provides $\$ 25$ per 1,000 for most bulk third a flat 4c, compared with the Senclass provided after another 12 months.
- An ortginal plan to move for a reduction in the increase on pub-
lracked today after three days of tracked today after three days of more likely to increase rather than decrease the committee's provision on second class.
Several effo
Several efforts had been made to jack up the increases on magazines above the level recommended by sponsored by Sen. Wayne Morse (D. Ore,) proposing three Morse $40 \%$ hikes on advertising content prompted Sen. Frank Carlson (R Kan.) to point out that publishers already pay $30 \%$ more than they did in 1950 . Under the new rates did in 1950 . Under the new rates, be more than double the 1950 level. - As a result of the Senate's acAs a result of the range of negotiation
within the conference committee ate's split rate. This is a point for negotiation also on airmail, where the House voted 74 and the Senate 8 e , and the postcard, where the Second Class: 34 .
second Class: House bill provides for four $15 \%$ increases for Sublishers, compared with the Senate's three steps of $10 \%$ each on editorial and $20 \%$ each on advertising. House bill contains a quarter-cent minimum piece rate, slus a Rhodes amendment limiting subsidies" to $\$ 100,000$ per publiThir
Third Class: Both bills contemplate an increase from $\$ 15$ per ate bill moves in two but the Sentains a $\$ 20$ per 1,000 rate for local mail. \#

Bornstein to "Modern Photo'
William Bornstein, formerly adertising manager of Photographic Annuals, has joined Modern Photography, New York, as advertisin

## Highlights of This Week's Issue

## Anti-advertising tax bill ts passed by Maryland legitature Page 11 Maryland legitature … and most economically".........Fage 24

 Topin
15087 , adverisers
$7.7 \%$ in 1957, up 7.7\% over 1058, PIB re Frey report is released by Assn. of National Advertisers; gays rebating by
agencies imn't unethical. ...........age Aivertiser must end "trivia, boredom pap" of television programs, Roberi Foreman, exec vp of BBDO, tells radio-
tv group .............................. Madison Avenue, U. B. A." by Martin Mayer is sympathetic appraisal of ad
vertising ageney business from re vertising agency business from a re
porter's point of view General Eleetric drops falr trade as "un enforceable, legally and competitively." sets off chain reaction in industry a competitors follow suit … .........Page Top 100 outioer users apent $\$ 100,301,432$
in 1957, compared with $\$ 05,605,000$ in In 1987, compared with $\$ 05,685,000$ in 1958, Outdoor Advertising lne, re-
Television is the Achilles heel of advertising; it needs the guidance of adver-
tising men to realize its potentialitie Melvin Brorby, of Needham, Louls Brorby, tells group ................... Page Avertising business is urged to improve its public relations by A. W. Lewin
board chairman of Lewin, Williams $\& ~$ Saylor, and Clay Buckhout, ad director of Life, in separate speeches .....Page CCann-Erickson's pattern for snagging domestic accounts appears to be to get the overseas business first, as has hap-
pened with the Coca-Cola and Buick accounts $h$ the Coca-..........age 3
An instaiment plan for buying advertisfor ad promotion over extended perio of time, is recommended by Arthur $L$ Harris, president of Mead-Atlanta Pa
per Co. Young A Rubleam, Leo Burnett Co. vertising for Chrysler car, Burnett has
corporate advertising ..........age MeCarty Co., MaeManas, John at Adams
establish international unite establish international units ........Page Post Office cost ascertainment system
has statistical flaw, necountants tell has statistical flaw, accountants tell
Houve appropriations committee.. Page s Fiter-lip eigaret makers are misusing our findings, Consumers Union says, commenting on tobacco men's use of
its data in rebuttal of Houre sovern-
ment operations committee aceusa-
 Kedner Ageney, despite loss of big-billing accounts, still aims to toil and become
"one of the largeat and most dynamic "one of the largest and most dynamic
businemes around" Farm Jeurnal voluntarily reduces circu-
lation guarantee and space rates in move to sive advertisers "more of the Canadian Broadeasting Corp.
ban on geselnds
giveaway programs tempo
 ndustrial ad manager must explain his
position to his associates within his organization if he is to function efficiently, C. W. Kohlman, ad manager, industrial chemicals, American Cyana-
mid, says mid, says .....................................age 32 standard Romper Co. lets its readers par-
ticipate in lts ads by letting the tikes fill in the color on b\&w ads .... Pase 38 Population centers will eontract in opuiation centers will contract in next
23 yearn as population grows, with peopie migrating back to rehabilitated elty centers, Philip Hauser, director of University of Chicago's population research lllabery Pllisbury warms up for its
Oft at
Waldorf-Astoria
in Ye
 Soseph Masou of BBDO tells how to de-
velop ideas by acquiring and cultivating four major creative characteris-
tics Andy Armstrong raps ad in which illustration gives no idea of what product
is to be used for Page as Independent bakers must produce better ndepencts to maintain profits, Ivan Hell, products to in of Cunningham \& Waish, tells
exakers bakers ….................................... Page 53 Consumers are not lacking in confidence,
they're spending money freely despite they're spending money freely despite
high unemployment high unemployment rates, Sumner
Slichter says in a letter in Boston HerHelp wa............................. 5 uary, with short-term outlook grim, "Help Wanted Trend" reports ...Page 71 Newspapers got biggest hunk of advertis-
ing by ice cream makers last year, Ice
Cream Field reports

## REGULAR FEATURES

 Advertisiug Market PlaceAlong the Media Path ... Art Director's Viewpoint Coming Conventions Direct Mall a Mall Order Drawthinks
Editorials
Farm Magazine Linage Getting Personal Looking at Retail AV On the Merchandising Fron Photographic Review
Rowh Proofs 8alesense in Advertising This Week in Washingto

## Two Join 'Mademolselle

 of Mademoiselle, Ne David Millar formerly travel Pask, previously with H. Bates Co advertising manager of Charm, has has joined the magazine's New been named eastern ad manager York advertising sales staff.
## Remarkeable Rockford

太 31st in the nation in spendable income per household!
$\star$ 2nd largest machine tool center in the world!

* 11 th in the nation in postal savings!

Remarkable Rockford, Illinois is a market that can mean real profits for you. It is a growing industrial community . . surrounded by a rich agricultural area. For full details write for new FACTS BOOK?

ROCKFORD MORNING STAR Zorkford Regisfer-zepublit

## TACOMA NEWS TRIBUNE

Tacoma, Washington
Represented by SAWYER-FERGUSON-WALKER COMPANY, Inc.


## belongs on every "A" Schedule

Here's why: In the rich Puget Sound area there are two major markets-the Seattle market and the Tacoma market. The dominant Seattle newspaper has a heavy concentration of circulation in the Seattle market and practically none in the important Tacoma market. And the TACOMA NEWS TRIBUNE delivers the concentrated coverage $(83,446)$ and high readership in its market Washington State's 2nd market.

The conclusion is clear:
To sell the growing, vibrant Puget Sound area you need the dominant Seattle daily newspaper and the TACOMA NEWS TRIBUNE.

High Court to Review Dam Case THE TACOMA NEWS TRIBUNE


Idea power in action: BH\&G inspires a roomful of ideas for teen-age sisters

## Therés nothing so powerful as an idea!

Better Homes \& Gardens is a monthly parade of ideas about the wonder-world of things that interest home-and-family-centered men and women and their children. Ideas that lead them on and on, from one thing to another.

Redecorating the girls' room, for instance. BH\&G sparks the idea in the first place. Which leads to how-to-do-it ideas. How to organize the beloved paper "litter" that's part of growing up. (Idea: a giant bulletin board.) Where to house a record player, records, radio.
(Idea: a window-wall with a built-in abundance of shelf and drawer space.) Ideas for curtains, bedspreads, slip covers, rug-and all from the pages of Better Homes \& Gardens!

BH\&G's readers literally "live by the book"-and "the book" is Better Homes \& Gardens. That's what makes BH\&G unique among all major advertising media as a showcase for any product that helps families to live better. Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans
$1 / 3$ of America reads

## BH\&G <br> the family idea magazine

This Week in Washington...

## House Unit Finds Statistical Flaws

 in P.O.'s Cost Ascertainment SystemBy Stanley E. Cohen Washington Editior
Washingron, Feb. 27-For more than 30 years there has been a running debate over the accuracy of the Post Office Department's cost ascertaimment system. Mail users, particularly publishers, have claimed it overstates the second and third class deficit; but the department has repeatedly produced testimony that cost allocations were as accurate as anyone could expect justed on the basis of arbitrary Now there is a study by the understate the costs could easily House appropriations committee particular class of mail for a parwhich confirms the suspicions the ticular function, or overstate costs commercial mall users have had all for another. along. On the basis of investiga-
tions by highly competent cost ac countants, the appropriations committee has been told the cost asauthoritative system is a lot less Instead of picking claims to be. Instead of picking a scientific postal officials methodically reused ny of the same work periods offices and rame work periods, quently, it finds, results are ad
they are not prepared to say the scale in the next five to ten years deficits assigned to various classes of mail are inaccurate or misleading. But in the absence of a probability sample as a basis for collecting information, they said, "There is no assurance the results do not contain serious biases."

## Dynamic Talk

Wanted: "Dy
 to End Slump leaders detailing hat Assistant She future. That's nerce Frederick H. Mry of Comng for as the single moeller is calltep that tem the business recession and start the economy on the upward climb.
Thanks to population prow the great national "face lifting" that will stem from the nationwide highway program, he's confident he nation will enjoy development penses.
and expansion on an unprecedented

But at the moment he is fearfu "selfish interests" may convince the public that "the U.S. has beheaded for a depression."

Revenue Com-
Expense Rule Ior 'Big Fish'
missioner Russell Farrington has of Congress that his ased members its best to come up with a regulation on expense accounts which can be enforced without an unrea sonable burden on the average tax payer.
The Revenue Service already has backed away from a rule which required taxpayers to provide complete breakdown showing thei handling of all expense funds. Now that detailed reporting will apply only to those with substantial ex penses.
Rep. J. Vaughan Gary (D., Va.)


WRC-TV has a spot for you beside the biggest stars in all television. During the prime "AA" nighttime hours, when audiences are greatest and interest at a peak, your spot shares the limelight with big network name-stars-at spot's low, low cost.

And on WRC-TV, you're assured of big audiences every night of the week, all week long. In this prime evening time, WRC-TV has an NSI average rating of
22.8, the highest in the entire Washington area!*

A select few of these spots among the stars on Washington's Number One Station* are now available. WRC-TV or your NBC Spot Sales representative will gladly help you plan a schedule immediately. $\underset{\substack{\text {-Wsi Report-Washington, o. c. } \\ \text { Area-November } 1957}}{\substack{\text { as }}}$
indicated Congress wouldn't have much patience with a regulation which is so minute that "traveling alesmen would have to keep an itemized account of every cup of offee they buy.
His warring prompted Commissioner Harrington to exclaim that the regulation he has in mind will be like the conservation nets used that the little fish can get out and he big fish stay in" sh stay in.

Sen. Homer CapeGI Housing to hart (R., Ind.) Be Revived? has established himself as leader of a movement to pump some jresh fe into the GI housing program. er day arguing that accessul housing program could result in as housing prom could result in as Aside from the benefit to the building industru and builing labor ing indusiry and butlong labor mean market for 669,000 refrig mean a market for 609,000 refrigerators, stov, Jurnaces, washing that aoes "ato house" the sena that goes into a house," the senator said.

As it stands now, he says, less than 100,000 GI homes will be built compared with more than 500,000 in 1956.
To get the GI housing program off the ground again, he would increase the interest rate from the present $41 / 2 \%$ top to the same rate allowed on FHA loans (currently $51 / 4 \%$ )
In his tribute to the GI housing program he told the Senate more than $5,000,000$ GI loans have been made since the end of World War II, representing a total investment of nearly $\$ 42$ billion. So far, there have been only 36,000 defaults with actual dollar losses of less than $\$ 20,000,000$, he said. He estimates at least $10,000,000$ veteran would still be eligible for housing loans if his bill were passed.

So-called "ethi
Drug Probe Is cal" drug compaLess Tranquil nies, which adthe medical profession, had some rough moments this week as House subcommittee finished its probe of advertising for new tran quilizer drugs.
Investigators became interested in the problem because medical journals complained last summer that doctors are buried under a barrage of misleading mail from drug companies. But the hearing took a strange turn on the opening day, when medical witnesses displayed unexpected sympathy for the drug houses and did their best to convince investigators that the drug people are well on the way toward setting their own house in order.
Now, however, investigators have seen samples of brochures which are every bit as jazzy as the materials used by firms which make no pretense of being too "professional" to advertise urrectly to the public. The brochures are not only fancy, the committee was told, but they are often misleading, omitting facts the doctor ought to have and de liberately timed to reach him in advance of the medical journa which carries the complete, una dulterated clinical report on the product. \#

## Midwest Newspaper Ad Execs Eloct Hussman President

Walter E. Hussman, publisher of the News, Camden, Ark., has been elected president of the Midwest Newspaper Advertising Ex ecutives Assn. Other officers elect ed are Tams Bixby Jr., president of the Phoenix, Times Democrat and Phoenix \& Times-Democrat Muskogee, Okla., vp; Charles C. Garvey, advertising manager of the Baton Rouge State Times and Advocate, secretary-treasurer, and Willis Brown, assistant ad director of the Minneapolis Star and Tribune, sergeant at arms.

## Sell the POST INFLUENTIALS -they tell the others!



Pix. Focus on the Post-Influentials. They love PIX. the movies. (Studies show stories of movie celebs appeal to Post readers. More movies are made from Post stories than from stories in any other magazine.) And just get a Post-Influential interested in a particular movie.


FliX. Post readers go! What's more, they seldom go alone! movie tickets a month, can influence the sales of more than 42 million! How come? It's the Post's big added attraction.

## Clix.

Word of mouth sells movie tickets. Post-Influentials are the best word-of-mouth promoters in the world. Politz proved that Post readers recommend and talk about things they read in the Post, like movies or anything else!

TiX. Spectacular . . . the way Post influence mushrooms! Moving sideways-neighbor to neighbor, office worker to office 1X. worker, school friend to school friend. The Post reaches Influentials on every age and spending level. Suddenly everybody's lining up at the box office. And the Post advertiser-he's "done it again!" by starring the Post in his advertising picture.


## Resign! House Probers Urge FCC's Mack

Probe May Yield New Law on Tampering with Regulatory Agencies

Washington, Feb. 28-FCC Commissioner Richard A. Mack's effort to defend his vote in the Mi-
ami Channel 10 tv case was cut short today by a crescendo of demands from House investigators that he either resign from the comHission or be fired.
His second day of testimony before the special committee investigating FCC terminated at mid-
morning when Rep. Oren Harris (D., Ark.), the committee chairman, suddenly issued an 800 -word statement declaring that the best
thing Commissioner Mack could do thing Commissioner Mack could do
to restore public confidence in the commission is to resign.
After Rep. Harris and other comnittee members urged him to quit, the commissioner asked to be ex-
cused from further testimony. He hurried out of the room on notice hat he will be recalled next Wednesday, regardless of whether he is stil
that time.
Earlier there had been increasing talk of the need for legislation to penalize people who tamper with members
agencies

- The most widely publicized o
these proposals, drafted by Rep these proposals, drafted by Rep.

Charles Wolverton (R., N. J.) provides penalties for governmen officials who engage in unethical including members of Congress, who may seek to influence their consideration of a pending case. Among the others who regisered his enthusiasm for legislawas Sen. Estes Kefauver (D. Tenn.), who admitted he apcommission in an effort of the Channel 10 in Miami for A. Frank Katzentine, a Kefauver supporter who won the examiner's initia | decision, only to lose out finally |
| :--- |
|  |

## AFA Discusses New Ad Lobbying Tax Ruling with IRB

## New York, Feb. 27-Represent

 atives of the Advertising Federa hearing with the Internal Revenue hearing with the Internal RevenueBureau this week, dealing with the proposed amendments to the tax code concerning non-deductibl obbying ads (AA, Feb. 24)
Robert M. Feemster, chairman of the AFA board, said after the meeting: "I believe we worked in an atmosphere of mutual understanding to try to improve and
clarify some awkward wording clarify some awkward wording
within the code as it already exists and as it is now proposed by the Internal Revenue Service to be
amended." All those present at the meeting were agreed with the intentions of the proposed amendment, it was said. But there was desire on the part of the AFA representatives to make the wording more precise. At the meeting besides Mr. Feemster, who is chairman of the executive committee of the Wall Street Journal, were C. James Proud, president and general manager of the AFA; Robert M. Gray Esso Standard Oil; R. E. Deems Hearst Magazines; William G. Werner, Procter \& Gamble Co., and at
torneys for AFA and Four A's. \#


Hotpoint ©
DREAM KITCHENS-This color spread in Life March 31 marks the retur kitchen, the company reports.

## Hotpoint Returns <br> to Whole-Kitchen Selling in New Push

$\qquad$ research has shown that women are first attracted to the kitchen and second to the appliances," says A. ing, Hotpoint Co. "Hotpoint national advertising in 1958 will follow Selling th.
Selling the all-electric kitchen is a return to the company's original philosophy, Hotpoint says. The first ad in its 1958 series is a color
spread in Life March 31, in which two all-electric kitchens are shown. One is a free-standing kitchen in

RCA Indictment Marks Justice Department's Desire to Press 'Tough' Anti-Trust Policy

Washington, Feb. 26-The Jusindictment against RCA is being examined here this week as a symbol of the determination of Attor-
ney General William P. Rogers to press ahead with a "tough" anti-
trust policy rust policy
of Justice has repeatedly investi gated the operation of the RCA patthough there was a against RCA in 1954, there have been several instances where the department was reported to have backed away from bringing a far
reaching criminal indictment

## - The case announced in New York

 last weekend represents a frontal conspired with other domestic and foreign companies to monopolizepatents in the radio-tv field, divide patents in the radio-tv field, divide
world markets and stifle independent research. A major contention in the case is that RCA controls so many patents that it collects nearly three-fourths of the royalties paid the government field. Moreover, the government complains that packages of RCA licenses which often include many patents the manufacturer does not wish to
Going beyond the domestic field, the case charges RCA is involved in cartel arrangements which pre-
vent foreign manufacturers from selling in the U.S.

- The case attracted particular atention here because RCA's relaHons with the Department of Jusice were the cause of considerable comment in the closing days of the Truman administration. Former Anti-Trust Chief H. Graham Morison was brought under intensive pressure when he summoned a grand jury in 1952 to investigate RCA. One of the last acts of outgoing Attorney General James P. McGranary just before the Republicans took over had been to dismiss
the grand jury which had been
pink, the other shows built-in ap pliances in "brushed satin chrome and "sunburst yellow.
- Hotpoint estimates that there are about $30,000,000$ kitchens that are inadequately planned. Research says, according to Hotpoint, that about eight out of ten women are
dissatisfied with their present kitchens.
Besides Life, Hotpoint's media chedule includes Better Homes \& Gardens, Farm Journal and Good Housekeeping. Hotpoint also has released a booklet, "Kitchen Imagination," through American Home BH\&G, Living and Sunset. The 28 page booklet displays 11 kitchens. Maxon Inc., Chicago, is the ageney. \#


## Justice Department sources re-

 port the recommendation to pro-ceed with a criminal case against RCA was regarded within the department as a test of the willingattorney general, to take on important cases. His approval of th case, together with his specia
statement that it is the most important case in the five years of the Eisenhower administration, the anti-trust division can expec his full support if it recommend criminal action against other major

## January Newspaper

 Linage Is Off 6\%,
## Media Records Says

## Nrw Yonk, Feb, 25-Media Ree

 ords' check of newspaper linage in 52 cities shows advertising down $13,386,386$ lines, representing a loss with the in January, 1958, compare All categories were lower month than in January 1957 . The month than in January, 1957. Th general grouping suffered theheaviest percentage loss, $11.1 \%$, going from $26,355,080$ lines to 23 , $55,141,079$ in 1957 to $49,376,153$ $55,141,079$ in 1957 to $49,376,153$ i January, ' 58 , a $10.5 \%$
Total advertising last month wa 197,122,809 lines. In January, 1957 the linage figure was $210,509,195$ Other losses in January, 1958 compared to January, 1957, were retail, including department stores nancial, $4.8 \%$; total display, $4.9 \%$

Allen Names Gray \& Rogers S. L. Allen Co., Philadelphi maker of Flexible Flyer sleds and skis and Planet Jr. farm imple ments, has named Gray $\&$ Rogers, Philadelphia, to handle its adver tising. Arndt, Preston, Chapin Lamb \& Keen formerly handled the account.

FC\&B Moves Most of Edsel Group from Detroit to Chicago
Chicago, Feb. 27-Foote, Cone Belding has shifted the majority o its Edsel accoun
troit to Chicago.
Of the 80 persons assigned to the Edsel business, about 60 previously were in Detroit and 20 here. Now the ratio has been completely re the same number of persons will continue to service the account. continue to service the account.
Among the key personnel will remain in Detroit are Charles S . Winston Jr., office manager and account supervisor; Albert F. Rem Hyde, media relations, Leonard Jenkins, in charge of collateral materials. Collateral advertising and sales promotion plans and materi als will still be made in Detroit.

- The agency said that formation of the M-E-L division "makes i possible for us to increase the effi whey of our organization by somefice sind by shifting functions Chicago" by shifting functions Chicago.
Edsel dealer advertising will now e handled here. Some of FC\&B' print production activity and much moved here. The agency's Detroit operation will be of typical size for operation will be of typ

Meanwhile, the agen
nounced that Robert F. Hussey,
in charge of me-
dia in Detroit,
will retire from the agency toHussey, 62, who
has been with
FC\&B for 10 years, will move cisco Bay area.
Prior to joining


FC\&B, Mr. Hus-
Robert F. Hussey
ed with Dancer-Fitzgerald-Sample for 10 years.

## Beverage Institute

Group Names F\&S\&R
New Yonk, Feb. 27-Carbonate Beverage Institute, 12-year-old technical research and cooperative
buying organization composed of 13 leading independent bottlers of carbonated beverages, has named Fuller \& Smith \& Ross to handle its advertising and sales promotion This is a new departure for the inagency before.

However, its members, collec tively, spend about $\$ 1,000,000$ year on regional advertising, chiefy in newspapers, outdoor and poin be increased, but how expected to not be learned.
Morton M Klein executive secetary of the institute, said that members spend 5 c out of every $\$ 1.40$ of sales on advertising. \#

Knomark Sets 2-Month Drive or Lano-Wax, Scuff-Kote
Knomark Mfg. Co., Brookiyn will use Sunday supplements, con sumer magazines and tv in a special 60 -day campaign to promote Esquire Lano-Wax and Esquire Scuff-Kote, Hquid shoe polishes. The campaign will begin March 9 , with ads appearing in The American Weekly, Parade and This Week Magazine. Magazines to be used are Good Housekeeping, Modern Romances, Parents ${ }^{\circ}$ Magazine and True Story. Tv commercials will begin March 22 on the "Perry
Emil Mogul Co., the Knomark gency, said the drive will supplement advertising for Esquire boot polish, Lanol-White "and other products."


Bolte Unties Knot at B\&B, Moves to SSC $\& B$ Presidency Bolte, who had trouble negotiating the two-block walk from Benton $\&$ Bowles to Sullivan, Stauffer, Colwell \& Bayles, completed his heel-and-toe stint today, winding up in the SSC\&B president's chair. Mr. Bolte, long-rumored to be on his mark and set for the interagency sprint, had found his path ittered with hurdles-mainly a contractual obligation to Benton \& Bowles, where he had spent 17 years (AA, Feb. 24). But earlier this week Mr. Bolte eliminated that road-block in a conversation with Robert Lusk, B\&B president. At SSC\&B, Mr. Bolte succeeds Raymond F. Sullivan, who now and chief executive officer. \#

## Agency Media Men, Ad Managers Have Disparate Views

men ( $13.8 \%$ ) said it provides a media men ( $13.2 \%$ ) vides incentive and stimulates the agency.
Arguments against the commission setup- $17.7 \%$ of the ad managers said it is not flexible or does not adequately reward the agency, with these stands; $13.8 \%$ of the media men pointed out the agency is not the real agent of media; $12.1 \%$ mission-oriented media recommendations.
Asked what the industry would ose if the commission system were placed, $20.7 \%$ of the ad manager said little or nothing would happen $10.4 \%$ said costs would go higher Ageuld be ( would be lower pronts, more cut throat pricing, mil A. mong medi respondents aid litte or noing would happen $0 \%$ said or nothing would happen The study also found that "50
The study also found that " $50 \%$ the agencies billing in excess of ,10,000,000 leel that there will be some change away from

## Curtis' Revenues in '57 Up 8\% Over '56

Philadelphia, Feb. 25-Curtis Publishing Co. has reported higher gross operating revenues and a slightly higher net income for 195 ver the previous year.
Gross revenues last year rose \$202,654,442 from $\$ 186,575,869$ in 1956. Net income was $\$ 6,239$, 292 in 1957, compared with $36,234,398$ for the previous year Earnings per share of common stock rose to $\$ 1.29$ from $\$ 1.09$

## OUTDOOR SALES-PICTURES SELL FOR HEET!



Mr. Mark Aisner
Sales Manager \& Marketing Director Heet Division of DeMert \&
Dougherty, Inc., says:
"We're now going into our tenth consecutive year of Outdoor Advertising for Heet because we know Outdoor Advertising helps keep Heet sales climbing!"

## 8 out of 10 people remember Outdoor Advertisingl ${ }^{-}$

OUTDOOR ADVERTISING INCORPORATED<br>MATIOMAL SALES REPRESENTATIVE OF THE OUTDOOR MEDIUM




## Only Out-of-Context Use of Its Cigaret Data Would Back Filter Claims, CU Protests

New York, Feb. 25 -Charging smoke.
that its test results were being used Consumers Union, which pubout of context, and that unwarrant- lishes "Consumer Reports" monthby cigaret advertisers from its find- sheet as an aftermath of the report ings, "Consumer Reports" today issued a fact sheet on cigaret smoking. g-
(AA, Feb. 24). The report, which
gectivity of our test findings," said
The magazine said that it plans contained data supplied by Conto continue its test of popular sumers Union, accused filter-tip is obviously impossible for such brands of cigarets to measure cigaret makers of using deceptive findings to be used to support more changes, from time to time, in the advertising. In their rebuttal, cig- than one viewpoint unless they are tar and nicotine content of cigaret aret industry representatives also used out of context.
used data taken from "Consumer Reports" to answer the committee's charges. (The presidents of both R. J. Reynolds Tobacco Co , and P Lorillard Co. referred to CU in

## replying t Feb. 24].)

## "While it is gratifying to us to

 issued a week ago by the House have both government and indusgsued a week ago by the House have both government and indusontained data supplied by Con- Dexter Masters, CU's director, "it

> A Sleek $1 / 2$-ton Pickup . . Heavier Duty Trucks and
> Highway Tractors . . Luxurious Scenicruisers GMC Makes Them . . . . in PONTIAC!

GMC Truck \& Coach, one of three General Motors divisions in Pontiac, is the world's largest exclusive manufacturer of trucks and coaches! This huge plant is an important factor in stabilizing employment in this market and along with Pontiac Motor and Fisher Body is a heavy contributor to the city's $\$ 153,000,000$ annual industrial payrolls and remarkable population increase.
The Pontiac Press is fully abreast of this growth with net paid circulation in excess of 58,000 daily, one of the top circulations in Michigan . . . $97.4 \%$ home delivered.

Over 74\% of Pontiac Press homes take no other daily newspaper.
THE PONTIAC PRESS
PONTIAC, MICHIGAN

Scolaro, Meeker \& Scott, New York, Philadelphla, Chicago and Detrolt, Doyle and Hawley, San Francisce and Les Angeles
"To put the facts into proper perspective, we are clarifying CU's position by releasing our own conlusions. They stem from a serie tests of popular cigaret brand made over the past six months." points in its fact sheet:
"Over the past few years, and s recently as one year ago, the vast majority of filter-tip cigarets of ered no reduction in tar or nicotine below] that of regular-size nonIter cigarets. It is only within the past six months or so that a trend to lower-tar and lower-nicotine cigarets has become marked.
"The recent House government operations committee report, formulated on the basis of testimony taken last July, shows that at least for several years prior to that the Federal Trade Commission had plenty of basis for action against filter-tip advertising,"

- "Consumers Union studies of cigarets over the past five years prove that cigarets change from tine fo time, and low tar or nicotine figures at and these will not no assurance that these will not incrience has been that the ads do per mention such inereases," reases.
- "Regardless of the correctness of the current claims of some filtertip cigarets that they have a parin their low tar or nicotine content in their smoke, a number of popular brands of filter-tip cigarets are currently no lower in elther respect than the average regular-size nonfilter cigaret.'
- "There is no clinical or experimental evidence at present that even the lowest-tar filtered cigaret offers a heavy smoker any real assurance of safety against lung cancer. A cancer-inciting chemical, capable of causing lung cancer, has not yet been unequivocally shown to be present in cigaret tars. However, statistical and biological evidence indicates that heavy cigaret smoking (more than 25 cigarets a day) is one of the major or significant causes of the rising incidence of lung cancer, and that the tars in cigaret smoke are the most likely carrier of the cancer-inciting chemical.
* "The lower the nicotine content of a cigaret smoke, the safer the cigaret. Although nicotine in tobacco does not cause heart or vascular disease or peptic ulcer, there is no doubt that it can aggravate these disorders and that aggravation is proportionate to the quantity of nicotine absorbed."
- "It is the considered opinion of CU's medical advisers that it can be just as harmful to smoke a large number of low-tar, low-nicotine cigarets as to smoke a moderate number of high-tar, high-nicotine cigarets."
- "Some filter-tip cigaret ads make the safety or security claims more or less explicit, and these are certainly misleading. It is also our opinion that the simple mention in an advertisement of a filter tip on a cigaret can give the average smoker the impression that he will be protected thereby from health risks, and in this sense all advertising of filter-tip cigarets may be misleading."
- In conclusion, Consumers Union notes that it has been making its test data available to the FTC during the past six months.
"It is our hope," it says in summary, "that the commission wil find some method of dealing with this problem despite the rate of trequent changes in both the cigarets and their ads, and despite the relatively cumbersome procedures and inadequate budget available to it." \#

Mulcahey to 'Motor Boating'
James H. Mulcahey, formerly with Harper's Bazaar, has joined the New York advertising sales staff of Motor Boating.


How to focus your advertising on people who want what you have to sell!

## THESE FAMOUS

## BH\&G IDEA ANNUALS

concentrate the idea-power of BH\&G on 6 particular areas of home interest
Take the well-known idea power of Better Homes \& Gardens magazine, concentrate it on a single subject, and you have a BH\&G Ideas Annual. Here is selective advertising at its best-a chance to tell your product story to people who are immediately interested in what to do and what to buy to turn their plans into action. Talk to your BH\&G representative. He'll give you the complete (and profitable) details!

## HOME IMPROVEMENT IDEAS ANNUAL RATE AASE

## CLOSES: June 13, 1958 • On Sale: Aug. 19, 1958

Newest of the BH\&G Idea Annuals, Home Improvement Ideas is an economical way to reach people who are definitely planning to make major or minor home improvements.


Closes: December 12, 1988 Rate Bases 135,000
MEREDITH OF DES MOINES... America's biggest publisher of

## The Treasury and Advertising

Notice that the Internal Revenue Service has disallowed the 1956 advertising campaign of the group known as America's Independent Electric Light \& Power Companies should be of grave concern to the entire advertising field.
This is the group of electric utilities for which N. W. Ayer \& Son has carried on an advertising campaign since 1941. The group is completely informal, has no officers or headquarters, and is engaged entirely in underwriting the advertising, which runs nationally and locally.
The Internal Revenue Service has alerted its field offices that the contributions of utilities to this advertising, for the year 1956 at any rate, are not deductible as a normal and reasonable business expense. "It is our ruling," the revenue people told Advertising Age, "that the real purpose of the campaign was to promote or defeat legislation. The taxpayer has every right to question this. And he can take us to court if he wants to, and then the courts will decide whether our ruling was reasonable under the circumstances."
Despite the cries from some advertising representatives that the Internal Revenue Service has drastically changed its interpretation of the rules and is about to disallow all institutional advertising, the Internal Revenue Service says it has made no change in its rules or regulations, and contemplates no change in its enforcement of existing regulations. And we believe this.
We believe also, however, that the present utilities case demonstrates one of the inherent weaknesses of legal interpretation by government agencies and bureaus-it is difficult if not impossible in many instances to determine what is right and proper, and what oversteps the definite prohibition against lobbying. The result, as seems to be the case in this instance, is that the interpretation gets tougher when someone like Sen. Kefauver and the potent rural electric co-ops ge exercised about what is being said in advertising.
The utility companies will undoubtedly take their case to court, and we hope they will win a clear-cut victory. If they do not, a very considerable amount of non-product advertising of all types is likely to be placed under a cloud. And the sad thing is that some of it will not run because of fear of disallowance, even though there may be no basis whatever for such fear.

## Talking Business to Death

The more we read and hear about the business recession, and how serious it is or how soon an upturn will come-and are the Republicans a bunch of no-good irresponsibles or the Democrats a crew of dishonest opportunists-the more we get the impression that we are smack in the middle of the most highly publicized economic problem of the past 20 years.
And the more we get the impression that if both sides would just leave things be, maybe we'd come out of this modest downturn pretty quickly. Strangely enough, both the cries of doom and the soothing syrup of imminent upturn contribute to uneasiness and disbelief.
It is our impression that the past week or two in particular has contributed to greater uneasiness on the part of the general public, and has done more to enhance doubts about the economic outlook, than was previously true. And we think quite definitely that this is due not so much to the news itself (which is certainly not very good, but

## Advertising Age

## Trade Mark Registered - THE NATIONAL NEWSPAPER OF MANKETING

 Iseued every Monday by Advertising Publications, Ine. G. D. CRAIN JR, president and publisher. B. R. BEANBTEIN, O. L. BRUNS, J. C. GAFFORD, Publiahed at 200 E . Minols St., Chicato 11 (DE 7-5200). Offica Ave., New York iq (Plaze S., Chicago 11 (PE 7-5200). Offices at 400 Lexington Tranciaco 3 (DO 2 -4094); 820 S. W. Sixth Ave., Portland 4, Ore. (CA \&-2581). Member Audit Bureau of Circulations, Amociated Busineas Publications, Magaxine Publishers Association, National Business Publications.

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## ADVERTISING

Jesk C. Qaftord, advertising director. Gorden. B. Lawis, imanager sales and serviee; William Hanus, assistont manager; R. W. Kraft, produetion manager. New York: Harry Hoole, eastern advertising manager; Joinn P. Candis, David
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 Rellly Led.) Daryi James Jr. Portiand: (Frank J. McHugh Co.)
Melligh Jr. Seattle: (Trank J. McHugh Co.) Thomas A. Knowles.
2s cents a copy, ss a year, st swo years, 36 three years in U. S., Canade and pan America, Eisewhere in Marienfeld, elreulation director

# Gladys the beautiful receptionist <br>  <br> "He wants to use the Influential on a subliminal to commercial." 

neither is it exactly horrendous) as to the flood of discussion, statement and counter-statement which has been thrust upon us.
We can no longer ignore the general situation or accept it; we must become actively embroiled in discussion and argument about it-and the more we discuss and the more we argue, the more we tend to convince ourselves that this is important and therefore bad
We wish there were some way in which public figures could be "realistic" without getting into such a sweat. Too often, in our society, "realism" means viewing with the greatest of alarm, even though such a course may not really be very realistic.

## What They're Saying

Speak Up, Broadcasters!

The fallure of most radio stations to exercise their right to editorialize is a contributing factor to the attempts being made in an increasing number of cities across the nation to impose a municipal tax upon advertising.
Rather than inheriting the earth, the meek are quite frequently on the receiving end of an undeserved buffeting, and that appears to be the position in which radio finds itself in those municipalities where the desperation tax has reared its head.
Radio's lack of editorializing has convinced many politicians that the medium is not a factor to be contended with and when-as is the case in Baltimore-the incumbent political party is already on the outs with the major newspaper, it sees nothing to be lost by attempting to ram through an advertising tax as a retaliatory measure.

John F. Hardesty, vp, Radio Adver-
tising Bureau, speaking before the
Montgomery, Ala., Advertising Club.

## Sell the Positive Merits

Perhaps the most unexamined assurgption in "The Hidden Persuaders" is the apparent convic tion that advertising itself is a kind of evil to be tolerated, at best. Obviously advertising isn't advertising if it doesn't attempt to persuade people to buy this product rather than that, or to induce a
consumer to buy more of something he already uses, or to talk a prospective buyer into trying something new. The advertising fraternity itself deserves criticism for its coyness in helping to perpetuate the myth that it doesn't really try to influence the buyer's judgment. If, instead of insisting that the consumer mustn't be told that he's being influenced, advertising people exerted some of their considerable talents to sell the positive merits of advertising, particularly its uniquely necessary role in our kind of economy, there wouldn't be so many readers ready to be shocked by "The Hidden Persuaders."
-"Are They Picking, Your Mind to Burns, in the January lissue of "The
Yoice of St Jude."

## Hard Facts Needed <br> by Space Buyers

In the old days, the qualificaLuos of a space salesman were not much more than to be charming, persuasive and able to hold his liquor. Nowadays, many papers have realized that this is not sufficient. But I don't think they have gone far enough... Space buyers are not much influenced by charm and persuasiveness They want hard cold facts. And the men you use to sell them have got to produce those facts.
-Brian F. MacCabe, managing direc London, talking to the Young News

## Rough Proofs

The travel and transportation people ought to be willing to subsidize Lowell Thomas and Cinerama as they promote "The Seven Wonders of the World."

AA says J. Walter Thompson is likely to pass the $\$ 300,000,000$ mark in gross billings in 1958
Those boys don't seem to have heard about something called a recession.

Carnation milk, according to the world's greatest advertising journal, has been a client of Erwin Wasey, Ruthrauff \& Ryan for 40 years.
Believe it or not, there is such a thing as a contented client.

So many westerns are reported in the latest Nielsen to occupy the top rungs on the ratings ladder that some smart advertiser must be thinking about trying to lure Hopalong Cassidy back to the tv screens.

The most effective direct mail addressed to doctors, reports the University of Illinois, is accompa nied by samples of the product.
Looks as if the M.D.s aren't much different from ordinary folk.

Fawcett Women's Group says $73.3 \%$ of its feminine readers "are under 35 years of age, and therefore have a natural desire to look attractive."
Interestingly enough, a lot of the gals over 35 share that natural desire.
"Baltimore has changed!" ex claims the News-Post.
That's right-Paul Richards is even predicting a first division finish in 1958 for his Orioles.

Southern Railway, which believes the way to get more freight business is to ask for it, keys its appeal to shippers with the words "This is the end of the line for you, cry-baby!"
"We make no claim to being infallible," concedes a publisher', epresentative.
If he were, he'd be seeking opportunities in an entirely different field.
"No previous magazine or advertising experience necessary", says a publisher looking for a salesman That way he won't have so many things to unlearn.

The feline population in the big town must be increasing. Bonnie cat food, sold heretofore only in the West, is invading New York via WABC-TV.

News from the baseball training camps breaks just at the time harried citizens struggling out of wintry blizzards were beginning to

Copy Cub.


Pleasure trip or business trip? There's counsel for both in The Inquirer! Traffic Guides which show the best way to get there; Fishing Guides; and even complete Tours of The Week, outlining historical, interesting journeys through Delaware Valley, U.S.A. These are typical of
the "added features" which make The Inquirer so readable and so thoroughly read. Another reason why advertisers have made The Inquirer their first choice in Delaware Valley for 24 consecutive years! Certainly your advertising belongs in The Inquirer.

## 

Constructively Serving Delaware Valley, U. S. A.


Murray Hill 2 25838
 Andover $3-6270$
 Penobecot Bldg.
Woodward $5-7260$

${ }^{155 \text { Montromery }}$ Garfield $1-7946$

LOB ANGELES
FITZPATRICK ASSOCIATES
MG60 Wilehire Boulevard ITZPATRICK ASSOCIATES
M60 Wulinhire Boulevard
Dunkirk $5-3557$


Deloware Valley, U.S.A. -14 county Retail Trading Area.. home of 5,200,000 people Philadelphia is the hub.

Be dashing! Debonair! The pride of the Advertising World! Win the most

## GUESS THE AVERAGE WEEKLY <br> POST Bonus



AWARD WINNERI Shown above are two of the awards our Stutz-1st Prize in the Post Bonus Circulation Contest-has won in national competition. These medallions are on the dash.


## FIRST PRIZE!

Raccoon coat with matching Stutz

## 50 SECOND PRIZES!

(One for each 10,000 of the Post's estimated half-million bonus circulation.) A sports-car coat without matching Stutz|

## 560 THIRD PRIZES!

(One for each 10,000 of the Post's new circulation rate base of $\mathrm{B}, 600$,000.) A rakish straw boater!

Arise, advertising influentials! (We mean you if you work in an agency, or in the advertising or sales department of any national advertiser!) Turn to the things you can really count on - the abacus, Univac, your fingers and toes - and calculate (guess!) the average weekly bonus that The Saturday Evening Post will deliver during the first quarter of 1958. How else can you win the classic, offbeat prizes catalogued at left and the fame and fortune that go with them?

Now, some facts about the Post Bonus: Voluble - yea, raucous! - demand for the Post has rocketed circulation past the $5,600,000$ mark! This will be the new circulation rate base, effective in July. Until then, however, we expect to deliver
an average weekly bonus of approximately half a million copies over the present circulation rate base of $5,200,000$.

All set? Guess the average weekly Post Bonus! Take our estimate of 500,000 bonus copies. Dust off your crystal ball. Sharpen your wits - and your pencil. Start figuring. Run your answer through the hopper. Up the flagpole. And there you are. (Hint: Do remember the figure of approximately 500,000 bonus copies. A thoughtless guess of sixty copies would be sheer folly.) Also, while we've got your attention, tell us the one word you associate with the Post. Send your entries to the address listed at right under rules of the CONTEST! Hurry, read them now!

## CIRCULATION DURING THE FIRST QUARTER OF 1958!


'Rebirth of Spirit' . . .
Kudner Agenda: 'Work Like Hell,' Says Rohrabaugh

Agency Strengthens Merchandising Forces
in Seeking New Business
New York, Feb. 25-The Kudne New York, Feb. 25-The Kudner count in December though billings
continue through May 31, when The second says, "Smooth road or lower. Mr. Rohrabaugh said the senhower administration took MeCann-Erickson takes over-is an ahead." agency devoted to inscriptions.
Above and behind the reception- Both Was onded by C. M. Rohrabaugh, new ington's words, "Let us raise a swer to the opening question of an standard to which the wise and interview ("What are you going to
honest can repair."
do to get the agency straightened
The president's secretary has a away, now that Buick's gone?") framed reminder that reads, "NO was, simply, "Work like hell."
ONE is as smart as ALL of us."
The president's own office * "We definitely have a policy boasts two. One is from Harlow here," continued Mr. Rohrabaugh Curtice, of General Motors: "The "It is to build the agency to one of with things as they are. It is al- nesses around."

He conceded that Kudner, which ways seeks as they are. 1things He conceded that Kudner, which Charles R. Hook Jr. and Ed which win Spitzer to head up a new
 in December though bilings thing can be improved."
may wind up 1958 at $\$ 40,000,000$ Office Department when the Ei $\$ 11,200,000$ decrease in billings in over, joined Kudner in September 57 was traceable to the loss of the 1955. Mr. Rohrabaugh said Mr. Texas Co. and Schick in 1956 and Hook was "almost solely responsia slide in General Motors institu- ble" for bringing in two new actional billings because there was counts in the past 12 months.

Mr. Rohrabaugh, who disclaimed ownership of "any crystal ball" and would not predict how two "pretty hot" prospects may jump. said Kudner will go after "leadership accounts"-the "kind of names that fit in with those we have in the shop." Kudner has General Motors, including the $\$ 16,000,000$ Frigidaire account Goodyear Tire \& Rubber, National Overholt, Bellows' Partners Choice) and Pan American World Airways, among others.

- He declined to answer questions about the Buick business.
"I'd rather not talk about what went on in the past," he said. "I'd ather talk about from here on in."
Mr. Rohrabaugh said that in the future Kudner will make itself stronger than heretofore by (1) "continuing strongly creative" and (2) by getting heavily into mar-keting-merchandising.
"Today," said Mr. Rohrabaugh, "the creative work of any agency must be based on sound knowledge of marketing and research problems or the creative work canno take the right direction." He said a meeting held recently was devoted in small part to new-business activities, but mostly to mar-keting-merchandising, "which is an area that needs immediate strengthening."
He denied that this preoccupation with merchandising grew ou of the loss of Buick. Advertising Agr's story of the loss of Buick (Dee. 23, '57) said dealers had been "sharply critical of the agency's merchandising and promotion assistance."
- "The loss of Buick is not a black picture," said Mr. Rohrabaugh, "i is an optimistic one. Everyone around here who is being let go because of that loss now knows it, and the rest of us have experienced a rebirth of spirit-everybody knows exactly where he stands.
We have met no opposition from prospective clients because of the Buick loss. On the contrary the loss or such an account make you that much more attractive to prospects and clients already in the shop. One client cold us atte the Buick decision that he was glast black hair on the dog's tail':" =


## Tobacco Research Committee

 Appropriates $\$ 500,000$ More A new $\$ 500,000$ appropriation increases to $\$ 2,700,000$ the amoun the Tobacco Industry Research Committee, New York, has made available for scientific research on tobacco and health since 1954 Timothy V. Hartnett, committee chairman, has announced. "This money has been made available to the Scientific Advisory Board to make grants-in-aid to independent scientists studying the problems of cancer and heart disease and the questions that have been raised concerning smoking in connectio with health," Mr. Hartnett said.Through the end of 1957, the Scientific Advisory Board ha awarded grants to 86 scientist in 52 hospitals, medical schools and research institutions. The Scientific Advisory Board is comprised of nine doctors, scientists and educators, under the chairmanship of Dr. Clarence Cook Little, cancer research scientist, and founder of the Roscoe B. Jackson Memorial Laboratory, Bar Harbor, Me
ABN Buys Nielsen's NRI
The American Broadcasting Network has subscribed to the Nielsen Radio Index, product of A. C. Nielsen Co.

YOU ADVERTISE IN FACTORY to get a direct hit on operating managers in manufacturing plants. These men must work with each other, either informally, or by group action in committees, task forces, project groups, etc. In either case, they run the plant. Each is competent in the duties of his technical specialty (materials handling, production control, plant engineering, etc.). Each is also proficient in the broader, more important area of being a manager, capable of working profitably with fellow managers to produce a quality product on time at competitive cost. Through such "multiple management" the operating manager controls the manufacturing process itself, and the equipment and buildings involved. Only FACTORY is edited to serve this man on his own terms, as a manager. Only in FACTORY can you talk to him in his own self-interest as one who manages.

## They run the plant ...they read FACTORY

> Perpetual Purchasing Power maices this mariket Predictable and Profitable


The American MEEKEND

The $\$ 300,000,000$ military consumer market in Europe is a "planned economy"-planned for sales volume and planned for profit. Income is never interrupted; purchasing power is stabilized; and demand for your product can be started and sustained through the impact of The American WEEKEND, the fact and featurepacked family newspaper for Americans abroad. Learn, now, how you can sell this recession-proof export market - without export "red tape"through the PX and Commissary systems.

Write for the mew milltary markel information boak-
"MASS SELLING AND SAMPLIMG TO MILIONS"




## there's



## than



When you buy the Salt Lake Metropolitan newspapers, you get more than Salt Lake City - you open the door to a million more! If you order just the "First 20 or so" markets . . . and skip from Denver to the Pacific Coast without stopping at Salt Lake ... you'll pass by an exceptional BUY! $11 / 3$ million prosperous prospects is a good MARKET-BUY . . . anywhere!

The Balt fake Uribune
(c)

DESERET NEWS:-

## Boring from Without (the Country) May Be

 McCann Method of Garnering New Accounts(Continued from Page 3)
Grant office abroad is regarded as Coke and Buick are not the first an independent entity, fully qualiexamples of McCann accounts fied to handle an account by itself serviced abroad first and then ac- in a particular country. If one quired at home. Nestle, American Home Products, Corn Products Refining and Anderson, Clayton are other cases.
Ordinarily, of course, the traffic goes the other way: McCann handles a company domestically, then services it internationally

- In practice, it is virtually impossible to avoid account "conflict" in the international field. U.S. companies marketing abroad do not find a wide range of agency facilities available, and they frequently end up with a branch office of an agency that does not handle their account at home.
In the international field, these are, strictly speaking, not considered account conflicts. The McCann, J. Walter Thompson or wanted to find account "conflicts" the dozen in the client rosters of international agencies.
McCann offices abroad now handle a number of major U. S. companies whose advertising the agency does not handle in the U.S.
- In many Latin American countries, for example, McCann has Gillette and Paper-Mate. The agency does not have a soap account at home, but it handles Colsate in numerous markets. It also Aas considerable business in Latin America from Warner-Hudnut Chemical. Wrigley, Quaker Oat and Olin Mathieson are other in ternational clients of McCann whose advertising is handled by other agencies in the U.S. \#


## Lewin Urges Admen: Overcome Your Bad Press

(Continued from Page 3) agency recently made a survey of advertising men to find out what kind of people they are.

- "By and large," he said, "this study produced a picture of a man with extraordinary diversity of experience and talents. We found experts in everything from art to atoms, men who have written books, sailed ships across the ocean, managed factories-yes, men like Neil McElroy, who now heads our vital Defense Department."
Advertising men, added Mr. Lewin, "are proud of their profession. Proof of this is the fact that every single executive in our poll indicated he would be happy to have his children go into advertising, if that proved to be their bent."
Mr. Lewin said advertising men "should invite the public in to look at us." He noted that two years ago Budd Schulberg and Elia Kazan spent a good deal of time in several New York agencies prior to making the movie, "A Face in the Crowd."
- "They were disappointed," Mr. Lewin said. "They told Sigurd Larmon, president of Young \& Rubicam, that in all their lunches they hadn't met a single three-martini man. The conferences they sat in on were interesting, but nobody pulled any crazy stunts or talked about running something up a flag pole to see who salutes.
"The movie makers" biggest complaint was that the advertising people were too serious, too businesslike. I say let's welcome others in our offices, let them see how we work and what we do. Let's persuade someone like Edward $\mathbf{R}$. Murrow to do a tv documentary on the advertising industry." \#


## Northwest Daily Press Assn.

Elects Johnston President
Marshall Johnston, advertising director of the Public Opinion, Watertown, S. D., has been elected president of the Northwest Daily president of the Nor Assn. Other officers elected
Press are Clifford G. Ferris, publisher of the News, Rhinelander, Wis., chairman of the board; Mrs. Geraldine man of the board; Mrs. Geraldine the Herald, Austin, Minn., vp, and William F White, business manWiger of the News, Winona, Minn ager of th
treasurer.


# With overseas sales now more vital than ever. . . 

## INTERNATIONAL READER'S DIGEST offers business

a proven advertising medium read by 30 million people outside the United States

In the year just ended, business around the world placed more pages of advertising in the Digestthe world-wide advertising medium-than in any other magazine. More than 3,000 advertisers bought 18,372 pages in 28 International Editions of the Digest . . . a vital medium for you during 1958 when your export advertising dollar simply MUST produce more sales! Consider the Digest's 1957 infernational record:

## A New high in circulation

During 1957 more people outside the United States bought the Digest than ever before. Net paid circulation for the International Editions of the Digest reached an all-time high of $8,809,223$ copies average per month . . . a gain of $7 \%$ over 1956. (The Digest's total circulation for all editions, U. S. and International, passed the 20 million mark in 1957.)

The estimated total number of readers for the international editions alone exceeded $30,000,000$. In many countries, as in the United States, the Digest had the highest circulation and the greatest readership of any magazine.

## A GREATER MARKETING FORCE

Readers find the Digest so stimulating, so compact and easy to read that it is the world's favorite magazine. In country after country, its editorial standards and production quality are unequaled by other publications. People every-
where read it with confidence and interest. That's why local businessmen who know their markets best rely on the Digest.
Total investment by advertisers in the International Editions alone reached $\$ 18,942,000$ during 1957-an increase of $13 \%$ over the previous year. In all editions, U. S. and International, busineas invested $\$ 36,952,800$ in the Reader's Digest last year.

A NEW LOW In ADVERTISING COSt
The Digest with its prestige and power offers advertisers the lowest cost per thousand circulation of any leading international magazine. In many markets it reaches readers at a lower relative cost than leading local periodicals . . . including newspapers. And advertisers can choose the very markets where they are selling . . . thus avoiding costly waste circulation.

## A Wider public acceptance

Seasoned advertisers in overseas markets know that to sell profitably abroad they must speak the local language . . . and apeak it well! Wherever the Digest goes, it speaks the language like a native, has the acceptance of a local publication and sells more effectively for you. With the addition of the Dutch edition in 1957, the Digest now speaks 13 of the world's major languages.

You may use one, several, or all of these editions and know your message will have deep
market penetration and wide public acceptance wherever you advertise.

Mr. W. B. Potter, director of advertising for Eastman Kodak, says: "Kodak uses all editions of Reader's Digest . . . a valuable and economical vehicle for reaching thoughtful people throughout the free world."
Mr. J. F. Lewis, vice-president and advertising director of Champion Spark Plug Co., says: "We are using 27 editions of the Reader's Digest because of its high coverage of automobile owners world-wide, and the great confidence it inspires among readers in any language..."
For an analysis of your overseas markets and how they are covered by the Digest, call the Reader's Digest Assn. in New York, MUrray Hill 4-7000; in Chicago, WHitehall 4-2544; in Detroit, TRinity 5-9600; in Los Angeles, OLive 3-0380; in San Francisco, EXbrook 2-3057. Or write to: Reader's Digest, 230 Park Avenue, New York 17, N. Y.

Abroad, as in the United States,
People have faith in
Readers Digest
Largest Magazine Circulation in the World

# "ADVERTISING CLOSES THE GAP BETWEEN PRODUCT DEVELOPMENT AND SALES" 

"Speed is the key to success in our industry," states Nelson Havill, General Sales Manager of Potter \& Brumfield, subsidiary of American Machine \& Foundry Company. "With demand for new and more complex relays expanding daily, we must constantly design new and superior structures. Equally important, we must keep more than 150,000 engineers, designers and buyers informed of our progress. To do this, we depend on business magazines. Undoubtedly, advertising in leading business publications reduces the time between product development and sales to a profitable minimum."

IF WHAT YOU MAKE OR SELL is bought by business, you can "mechanize" your selling by concentrating your advertising in the one or more McGraw-Hill publications serving your markets. Through "mechanized selling," you reach your most important prospects . . . create interest and preference for your brand ... keep them sold. In addition, you will give your sales representatives more time to concentrate on making specific proposals and closing sales.

MCGRAW-HILL PUBLICATIONS
McGraw-Hill Publishing Company, Incorporated 330 West 42 nd Street, New York 36, N. Y.


Mr. Havill is shown holding one of P \& B's newest micro-miniature relays. The Princeton, Indiana, company manufactures nearly 60 different relay types.


The Financial Post, canada's toremost business newspaper
carries
more advertising linage than any other weekly publication in North America

* Here is the 1957 linage of the ten top weeklies:

The Financial Pest . . . . . . 3, 355,269 Oill ond Gen Jewrnal.. Oil
the
Steal
Iron Iren Ago Business Woek. N.Y. Times Maguxins. Engineering Neaxt-Record New Yorker. $\qquad$ ,355,209 $2,867,764$ $2,720,340$ 2,612,400 $2,523,263$
$2,466,857$ 2,436,857
$2,244,215$ $2,244,215$
$2,217,400$ 2,137,891

Figures on U.S. periedicalas: Printori' lak, lan uary 17, 1958, and Industrial Marketing, Jany ary. 1950
the financial post, 481 university avenue, toronto 2, 1242 peel street, montreal 2 West Cosest ropresentative in the U.S.A. Duncen A. Scest a Co., San Frantices and las Angeles

McCarty Co., MacManus Set Overseas Units
(Continued from Page 3) which has been placing its international advertising with Foreign Advertising \& Service Bureau. McCarty's international depart ment will work on different lines Mr . Hitrec explained that the agency does not expect to be working through local affiliate agencies abroad. Instead, it will place its for eign advertising directly with local media, thereby keeping complete control of the program and avoid ing split commissions.
As a matter of fact, Howard Persons, president of McCarty, told Advertising Age that the agency has been placing such advertising
for some time now. The interna-

## concentrate

If you have a product to sell in the big, booming Saginaw, Michigan market, CONCENTRATE your advertising in The Saginaw News, where all metropolitan Saginaw CONCENTRATES ITS ATTENTTION. Michigan's 4th largest outstate industrial center is one of the largest one-newspaper cities in all of Michigan.
Concentrate your advertising
in THE SAGINAW NEWS
where your message will be seen by more than 175,000 readers with an effective buying income of
$\mathbf{\$ 2 9 6}, 287,000 *$ and where you are paying ONLY 21 cents a line for a net paid circulation of $50,447^{* *}$.
*Sales Manogemant Surver
*ABC Audit Report for Septamber 30, 1957

THE SAGINAW NEWS



THE BEST OF MICHIGAN BOOTH NEWSPAPERS
the bay city tmes the saginaw news

THE ANN AREOR NEWS jackson citizen patriot
the flint journat
Kalamazoo gazette

HE GRAND RAPIDS PRESS THE MUSKEOON CHRONICLE


DEAL-Borg-Erickson Corp. will run this $\$ 1$ coupon ad in Sunday Metro, Parade and independent supplements, May 4. A total of $31,000,000$ coupons will be distributed, according to Borg. Fletcher D. Richards Inc., Chicago, is the agency.
tional department only formalizes these operations, he said.
Mr . Persons added that international business now accounts for about $15 \%$ of the agency's total billings.

- McCarty's international department is built largely on the Dresser Industries account. More than a dozen companies are involved in the Dresser worldwide operations -some as divisions, some as overseas subsidiaries, some as foreign licensees. The Dresser companies service the oil, gas, chemical and electronics industries and place advertising in business papers throughout the world. One of the biggest divisions from an export standpoint is Clark Bros., Olean, N. Y., maker of engines, compressors and gas turbines.
McCarty's international setup will be different and distinct from the international activity of McCarty Co., Los Angeles. The West Coast agency works through affiliated agencies abroad.
(Contrary to a widely held assumption, MeCarty Co. Advertising, New York, is not a subsidiary of McCarty Co., Los Angeles. The two agencies are separately incorporated, and McCarty Co., Los Angeles, has only $10 \%$ of the stock of the New York company.) \#


## Firestone Named to Head

 Doner Philadelphia OfficeW. B. Doner \& Co., Detroit, has opened a Philadelphia office in the Lewls Tower Bldg. Murray Firestone, formerly an account superstone, formeriy an
visor at Ralph A.
visor at Raiph A.
Hart Advertising Hart Advertising,
Philadelphia, has Philadelphia, has been named exec vp in charge of Doner also has Doffices in Chica go, Milwaukee go, Milwaukee and Baltmore.
Paul Deitz, for merly a copywriter at Bauer \& Murray Firestone Tripp, has been named creative director of Doner's Philadelphia office, and Samuel IrVing, previously art director of Ditman, Kane Co., has been named art director. Charles F. Rosen, exec Vp the new wraneh haison between the new branch and the Detroit headquarters.

## Cohen Joins Compton

Stanley Cohen, formerly in charge of outdoor buying at Warwick \& Legler, and before that general manager of Gaess Outdoor Advertising, has Joined Compton Advertising, New York, as a special consultant on outdoor advertising.


> Agricultura de las Américas

Le Mai Names Kal, Ehrlich: Sets Drive for Nesian
Le Mai Inc., Washington, manufacturer of cosmetics for men and women, has appointed Kal, Ehrlich \& Merrick, Washington, to handle all its advertising. The agency will shortly undertake an extensive local and national introductory campaign for Le Mai's new Nesian combination hand and body lotion.
Introduction will be in Apri when the product will be announced on "Today" and "Tonight" (both NBC-TV).
Sterling Appoints Two
Alan Gleitsman, formerly New England salesman for Sterling Television Co., New York, tv film producer and distributor, has been named West Coast sales manage of the company's syndication division. He succeeds Leo Orgel, whe resigned. Sterling also has named Kirk Torney, formerly division manager of Associated Artists Productions, sales manager in New York.

> REACHES THE RICHEST FARMERS IN THE WORLD

## The important ranchers and planters of Latin Americo

Hundreds of manufacturers-who at one time confined their promotion to U. S. farmers-are making big sales in the booming farm markets of Mexico, Central and South America. They rely on Agricultura, because it delivers the leading audited best in farming methods.

WRITE FOR MARKET AND MEDIA FOLDER Agricultura de las Américas The Magozine of Modern Farming for Latin America 1014 WYANDOTTE ST., KANSAS CITY 5. MO.
'Farm Journal'
Weeds Non-Farm Readers, Cuts Rates

Philadelphia, Feb. 25-The Farm Journal announced today it will voluntarily reduce its circulation guarantee and advertising space rates.
"The move," said Richard J. Babcock, president of Farm Journal inc., "is an extension of our corporate objective to deliver to advertisers, with mutual profit, more of the prime farm market most effectively and most economically" Effective with the April issue, Farm Journal, which is sold only by subscription, will guarantee a national circulation of $3,100,000$. The present guarantee is $3,400,000$. B\&w rates will be cut $\$ 330$ to a price of $\$ 10,800$ a page. Four-color pages will be $\$ 14,800$, a drop of \$450. The guarantees of the southern and eastern editions will be dropped 150,000 each.
Mr. Babcock said the magazine is sending a test mailing to cerMidwest subscribers in the East and they are "specifically interested in farming."

* If they are not, they will be asked to take a refund or switch their subscriptions to other magaines. Recipients of the mailing piece are non-rural free delivery addresses throughout the East and, primarily, in the Chicago area.
In addition, Mr. Babcock said, all new subscription orders are being screened to weed out potential subscribers who have no specific interest in farming.
He said the magazine would raise its annual subscription price from $\$ 1.50$ to $\$ 2$ by mid-year as another means of accomplishing the magazine's aim of being strictly a farm market medium.
Farm Journal's circulation increased last year, he said, and the magazine ended 1957 with an average net paid of $3,547,491$.
Under the new setup, which Mr. Babcock termed a "forward step," it was said that advertisers would get a considerable bonus with the April and subsequent issues. \#


## McAdams Elects Dr. Gennis

Exec VP; Names 3 VPs
William Douglas McAdams Inc., New York ethical drug agency has elected Dr. Joseph Gennis exec vp , the third ranking officer of the agency. Dr Arthur Sackler is board chairman, and Dr. DeForest Ely is pre sident. Dr. Gen nis, previously vp, joined Mc Adams in 1954 after 18 years in clinical medicine He has been director of pub vising the agency'stions, supervising the agency's production of Spectrum for Chas. Pfizer \& Co and Scope for Upjohn Co.

McAdams also has elected Victor Trasoff, Bradley Burch and Gil mer Totten vps. Mr. Trasoff is art director; Mr. Burch and Mr. Totten are account supervisors:

## McCarly Adds Brussels

Atfiliate to Network
McCarty Co., Los Angeles, has added VDM Planning Publicitaire S/A, Brussels, to its list of European mutual service associations, The Brussels agency, 11th foreign affiliate for McCarty, is managed by L. Van de Merghel

## D'Arcy Appoints Two

D'Arcy Advertising Co., New York, has appointed Alice Hausman, formerly a copy group head at William Esty Co., and Herbert Davidson, previously with Benton \& Bowles, to its copy department.

the girl must be-H. W. Gossard Co. continues its American designer series in a spring campaign including daytime tv and pages in Glamour (March ad shown here) and Vogue in March, April and May. Edward in March, April and May. Edward
H. Weiss \& Co., Chicago, is the agency.

## Product Giveaway Shows in Canada Get CBC Reprieve

Ottawa, Feb. 25-Giveaway programs, longtime annoyances to will not be banned by the CBC-, will not be banned by the
not right away, anyhow.
A proposed regulation covering A proposed regulation covering ly tabled by the CBC's board of governors here last week after the governors here last week after the
Canadian Assn. of Radio \& Television Broadcasters, Collyer Advision Broadcasters, Collyer Ad-
vertising Ltd. and others urged that no regulation be put into effect until public opinion and adfect untisers' views could be voiced. The CBC agreed to study such reactions first.
According to the CARTB, the proposed regulation would virtualbroadcast familiar to millions of Canadian housewives" for the past 25 years. Last October, CBC cracked down on giveaways-not by regulation but by letting it be known that when station licenses came up for renewal, CBC would take into account programs not up to its standards. Ottawa's CKOY and CFRA immediately announced they did not plan to drop their popular giveaway shows. CFRA said only a direct order would get its "Casino" show off the air

- The CARTB's view is that "listeners should be allowed to participate in any legal contest if they desire," and it called for a poll of the listening public. "The product give-away," said the CARTB, "is a tested and economical way for the small producer to introduce a new product," and "to ban the practice would give undue advantage to major chain stores and to large manufacturers with extensive advertising budgets." \#

KGF] Names Tel National
KGFJ, Los Angeles, has named Tel National, Hollywood, to handle all station promotions.


Amos does if!

Budweiser, Columbia Records Push Album in Joint Promotion Budweiser beer and Columbia Record Corp. have united in a joint advertising and promotion program slated to break in March. The promotion centers around a soon to be released Columbia record al-
bum, "Midnight Serenade," feabum, "Midnight Serenade," featuring Sammy Kaye and his band. The album's cover features a girl listening to a record player and drinking a glass of Budweiser.

One of the selections in the al- \& Son's Jubilee cleaning wax in pointed to the creative staff of Jorbum is the "Where There's Life" each of its RCA Whirlpool auto- dan, Sieber \& Corbett, Chicago music theme taken from the Bud- matic washers, dryers, combina- pharmaceutical agency. She previweiser radio campaign. Budweiser tions, wringer washers and gas ously was a writer and editor on will use magazines and newspaper and electric ranges at the factory U. S. Public Health Service projsupplements, and Columbia will through Nov, 30, 1958.

## ects.

## WITI-TV Names McCarthy

Dean McCarthy, former assistant to the president and program director of WITI-TV, Milwaukee, has been appointed manager of the has been
station.


## Which GIANT is going places?

Both. The giant Black Marlin and TRUE, the man's magazine-each a giant in his particular realm-are on the move.
TRUE delivers $21 / 4$ million primary readers- $21 / 4$ guaranteed ABC net paid circulation of MEN on the move. Men who earn more, spend more, really go places: you just name it, vacationing, golfing, boating, flying, hunting or fishing. Men building careers and families . . . readers right in the prime of their consuming life.
They like TRUE's man-to-man, all facts editIng . . . give close attention to everything in "their" magazine. And you get this big market without paying for waste circulation at the mixed mass weekly prices. You sell for less to your best brand prospects: MEN.
Take advantage of the young giant in the mass magazine field. Enjoy the brand selling power of the leading man's magazine. Spend fewer dollars and reach $21 / 4$ million MEN readers . . . men on the move. Plus over $1,200,000$ Gals who don't miss an issue. Buy TRUE, top choice for advertisers selling to the big male market.

## MALE vS. FEMALE BUYING POWER

Automobiles, beer, life insurance - product after product - the MAN makes the big brand decision. You'll find all the facts in True's new reports made by Daniel Starch \& Staff in consultation with the Advertising Research Foundation.
Get the facts on who is really buying your product.Ask for the Starch report on your category. Air Conditioners . Alr Travel - Automobiles Beer. Business Shirts . Electric Shavers Life Insurance . Liquor - Outboard Motors Shaving Cream. Television Sets. Tires

[^0]TRIRUM


ALABAMA: Anniston Star - Dothan Eagle \& Florence-
Sheffield-Tuscumbia-Muscle Shoals Times \& Tri-Cities Daily - Gadsden Times - Huntsville Times - Tuscaloosa-Northport News. ARIZONA: Yuma Sun, ARKANSAS: Camden News - El Dorado News * Hot Springs Sentinel Record Magnolia Banner-News - Pine Bluff Commercial.
CALIFORNIA: Bakersfield Californian - Eureka Humboldt Standard Times - Monterey Peninsula Herald - Sacramento Union - Santa Ana Register - Santa Barbara News Press - Santa Rosa Press-Democrat eVallejo Times-Herald. COLORADO: Colorado Springs Gazette-Tele groph Grand Junction Sentinel - Pueblo Star-Journal \& Chieftain. CONNECTICUT: New Haven Register, FLORICA:
Daytona Beach News Journal - Fort Lauderdale Sunday News \& Sentinel - Fort Myers News-Press \& Gainesville Sun \& Alachua County News \& Jacksonville Journal a Panama City News Herald - Pensacola News-Journal
Sarasota Herald-Tribune - Tallahassee Democrat -

Tompa Times - West Palm Beach Palm Beach Post-Times GEORGIA: Albany Herald - Gainesville Daily Times * Rome News Tribune. IDAHO: Boise Statesman - Idaho Falls Post-Register - Lewiston Tribune - Pocatello Idaho State Journal. ILLINOIS: Bloomington-Normal Pontagraph e Champaign-Urbana News-Gazefte - Danville Commercial News - Kankakee Sunday Journal © La Salle-Peru Gglesby News-Ibune Quincy Herald-Whig • Springfield Sunday Journal Register. INDIANA: Anderson Herald - Huntington Herald Press a Kokomo Tribune - Logansport Press - Marion Chronicle Tribune Muncie Star - New Albany Ledger \& Tribune Vincennes Sun-Commercial. IOWA: Council Bluffs Nonpareil - Dovenport Democrat \& Times * Dubuque Telegraph-Herald - Sioux City Sunday Journal - Waterloo Courier, KENTUCKY: Ashlond Independent Bowling Green Park City News - Owensboro Messenger \& Inquirer - Poducah Sun-Democrat. IOUISIANA:

## Sunday magazines saturate so

# many markets at such low cost 

More than 34 million circulation coast to coast

Buy This Week..Parade..American Weekly-or any combination


With its saturation coverage of its

\$27.4 BILLION RETAIL SALES<br>and you add 170 markets to your colorgravure sales punch



The world's largest market that can be reached in such depth with a single medium.

The giant Supercity market of 551 counties where FAMILY WEEKLY averages over $60 \%$ coverage accounts for $14.2 \%$ of all U.S. retail sales. To any Sunday supplement schedule FAMILY WEEKLY adds deep penetration of a market greater in population than the 12 largest U.S. cities combined.
FAMILY WEEKLY's unique pattern of markets and circulation is based on maximum local coverage and minimum infiltration of other supplements.

Ask your FAMILY WEEKLY representative for the list of national advertisers who have added FAMILY WEEKLY and its vast new sales potentials-advertisers who accounted for FAMILY WEEKLY's $126.6 \%$ increase in advertising revenue last year, and for its gain of 30.7 pages for the first two months of 1958. Ask him, too, how you can profitably reinforce your weekend coverage by adding FAMILY WEEKLY, America's fastest-growing Sunday colorgravure magazine, with one order, one billing - and in full color.

> FAMILY WEEKLY MAGAZINE, Inc.
> 153 NORTH MICHIGAN AVENUE, CHICAGO 1 Leonard S. Davidow, President and Publisher
> NEW YORK 17: 17 East 45th Street DETROIT 2: 3.223 General Mofors Building CLEVELAND 15: 6.4 Hanna Building

Bogalusa Sunday News - Lafayette Sunday Advertiser e Lake Charles American Press. MARYLAND: Cumberland Sunday Times. MASSACHUSETTS: Lowell Sun. MICHIGAN: Grand Rapids Herald. MINNESOTA; Albert Lea Tribune. MISSISSIPPI: Biloxi-Gulfport Herold - Greenville Delta Democrat Times e Meridian Star Natchez Times \& Tupelo Journal - Vicksburg Post Herald. Mistingfield Nows \& Ledger. NEVADA: Las Vegas Springfield News \& Ledger. NEVADA: Las Vegas Review-Journal - Reno State Journal. NEW HAMPSHIR
Manchester Sunday News. NEW JERSEY: Asbury Park Manchester Sunday News. NEW JERSEY: Asbury Park Press - New Brunswick Sunday Times - Trenton Time Adveriser. NEW MEXICO: Hobbs Nows \& Sun Roswell Record - Santa Fe New Mexican. NEW YORK: Elmira Sunday Telegram - Niagara Falls Gazette * Poughkeepsie New Yorker - Utica Observer-Dispatch. Observer - High Point Enterprise - Salisbury Post.

OHIO: Athens Messenger - Canton Repository Coshocton Tribune e Ironton Tribune - Lima News - Lorain Journal - Mansfield News Journal - Middletown Sunday News Journal - Zanesville Times Signal. OKLAHOMA: Altus Times-Democrat - Bartlesville Examiner-Enterprise Duncan Banner - Enid News - Lawton Constitution-Press a Muskogee Phoenix \& Times-Democrat - Shawnee New Star. OREGON: Eugene Register-Guard © Klamath Fails Herald \& News - Medford Mail Tribune - Solem Oregon Stalesman. PENNSYIVANIA: Altoona Mirror Lancaster Sunday News • Wilkes-Sarre Sunday Independent. Fouth CAkOtiNA: Anderson independent ${ }^{-}$ SOUTH DAKOTA. Huro Huronit \& Plainsma - Rapid City Journal. TENNESSEE: Jackson Sun a - Rapid Ciry Journal. TENNESSE: Jackson Sun a Kingsport Times News. TEXAS: Abilene Reporter Nown Austin Americen Statesmon - Big Spring Herald *
Brownsville Herald - Denison Herald - Denton Record-

Chronicle - Galveston News - Greenville Herald e Harlingen Star * Kilgore News Herald - Laredo Times - Lufkin News - Marshall News-Messenger \& McAllen Monitor - Midland Reporter-Telegram - Paris News - Port Arthur News - San Angelo Standard Times * Snyder News - Texarkana Gazelte - Tyler Courier-Times-Telegraph - Victoria Advocate Waco Tribune-Herald - Wichita Folls Times. UTAH: Logan Herald-Journal - Ogden Standard-Examiner - Provo Herald. VERMONT: Burlington News. VIRGINIA: Donville Register - Lynchburg News - Suffolk NewsHerald. WA SHINGTON: Pasco, Kennewick, Richlond Tri-City Herald - Walla Walla Union Bulletin - Wenatchee
World - WEST VIR GINIA: Becdey Sunday Register World o WEST VIRGINIA: Beckley Sunday Register Bluefield Telegraph e Fairmont Times West Virginian Parkersburg News. WISCONSIN: Racine Bulletin. WYOMING: Casper Tribune Herald \& Star e Cheyenne Wyoming State Tribune - Pock Springs Sunday Miner.

## You need the RIGHT

## PULLING POWER

.to get the job done
in this soil-rich Missouri River Basin

A BIG $69 \%$ of the people live on highly productive farms or in small towns of 2500 or less!

Farm-wise programming, 33 years of prestige and an acute awareness of the needs and
wants of the BIG $69 \%$ are some of the reawants of the BIG $69 \%$ are some of the reasons why the latest area Pulse shows that -
More people prefer KMA for Farm Programming - for News - for Weather - for Music - and prefer KMA Homemakers.


SHENANDOAH, IOWA $=-20$

## Storrs Case Finds Broad Ad Background

 Makes Him Better Specialist at TransitadsNew York, Feb. 25-Storrs J.|tation advertising while he was adCase, elected vp of National Trans- vertising manager of Sun Oil Co, itads, is now rounding out some selling his new medium is not as 30 years of advertising experience. tough as he had expected.
Though be is a veteran of years
in the printing business, has been - This urge to improve the busian account executive with several ness he grew up in has marked gencies and has served as ad man- much of Mr. Case's career ager of large national automotive As a youngster in Detroit, he advertisers and an oil company, his often worked at menial tasks in his dia field. ia field.
And in his few months as man- jobs, he listened to advertising and ager of National Transitads ex- graphic arts talk and soon found panding Philadelphia become thiced that himself making suggestions and the years he spent being courteous ent for commercial art. to media salesmen are now paying He coon found howe off Since he understands all facets fike soon found, however, that he of the advertising industry, he can of advertising more, especially if talk the language of the ad man- it was in the more, especially if taker as well as the of the man- it was in the auto industry. At 20, man. Now he is also a media sales man. Now he is a man
He
He has also found that since $h$ was an extensive user of transpor-

## Impressive

## and

Intensive

1957 - 306,504 lines $1955-196,936$ lines
GAIM $\quad 103,568$ lines ${ }^{1}$ Daily circulation 163,573; Sunday 104,590 (Pubtishers statement 6 months ending Sept. 30,1957


Worcester's Sunday Telegram Feature Parade, the only locally edited Sunday magazine in Central New England has established a
2 year lineage growth of over 55.7\%*
$91.9 \% \dagger$ coverage of the 2nd market in Massachusetts

## The Worcester TELEGRAM and GAZETTE

WORCESTER, MASSACHUSETTS
Howard M. Booth, Publusher
molonit, regan a schmitt, lac.



Storrs J. Case
self selling Model Ts, Rickenbackers and Reos. He did such a good job of advertising and promoting his wares that the Pontiac division of General Motors asked him to join its sales promotion department.
Frorn 1929 to 1934, Mr. Case prepared sales helps, training material and auto show exhibits for Pontiac and worked with its sales and engineering people in preparing advance information on new models. In this job, he found he could test the cars he was promoting. (This was reflected later when he was at Sun Oil, in Philadelphia, and made auto trips to and from the West Coast. He set up 16-hourday driving schedule 3 to cover the one-way distance in four days. This was done by starting at $4 \mathrm{a} . \mathrm{m}$. to avoid heavy morning traffic and driving continuously until 8 p.m., with only necessary stops. Today, at 54, he has found another outle for his restlessness. He has a private pilot's license, his own Cessna 172 and some 120 flying hours under his belt.)

- In 1934, Mr. Case moved over to Nash Motor Co. and became sales promotion manager, eastern sales manager and southern sales manager for three years. He then moved to Graham-Paige Motors Co., where he was director of advertising and sales promotion.
In 1938 he went into an allied field, as account executive and writer for a Detroit producer of motion pictures, slide films, etc., for the automotive industry. But in 1939 he returned to advertising, joining Chrysler Corp. as merchandising manager of the DeSoto division; later he was assistant to the vp in charge of sales for the entire corporation, and still later ad manager of the Plymouth division.
For two years- 1944 to 1946-he handled Ford dealer advertising for J. Walter Thompson Co. and served as vp of Grant Advertising on other automotive accounts.
- At the end of 1946, an associate recommended Mr. Case to the advertising manager of Sun Oil Co The latter wanted to divest himself
of advertising duties to devote his time to the expanding marketing projects of the company.
For a decade, as director of all phases of consumer mass media, point of saie, industrial, petrocheming for Sun he introduced such ining for Sun, he introduced such insional football on television slonwriting to introduce Blue Sund skywriting to introduce Blue Sunco.
He also dug up and established whose face appears in most Sun ads. He persuaded in most Sun ads. He persuaded management to sections for mandor color rotogravure which is still being used And he which is still being used. And he became the champion of the widepread use of transit advertising on trolleys, buses, etc.
- Even though he was closely identified with the growth of Sun's consumer products, Mr. Case became restless about the company's ad setup in 1957. Three years before he had urged the appointment of Ruthrauff \& Ryan (now Erwin Wasey, Ruthrauff \& Ryan) in an effort to keep pace with the expansion of Sun into 17 states.
Last year, however, when Sun Oil began preparing for a return to large-scale tv to help promote its expensive octane blending pump, differences cropped up beween him and the agency and Mr
Whecommended a change
While he declined to admit that these differences resulted in some anxiety on the part of Sun's management, some informed people in the industry felt that this was the ignation from the company gnation from the Mr. Ca
Mr. Case declared that his recommendation of an agency change had nothing to do with his own reHe said his parting with Sun was He said his parting with Sun was tually agreed upon" since he found ally agreed upon, since he lound he could not advance any furthe
"I wompany.
"I wanted new fields to conquer," he declared.
'Courier-Journal' Boosts 7
W. Thomas Byrne, Leo Rey nolds, Charles M. Dunn, George Meagher, William H. House, Ray mond Hornback and Raymond Rhodes have been promoted to new supervisory positions in the advertising department of the Courier-Journal and Louisville Times. The newspapers also have added seven men to the retail ad staff in an expansion program.


## Nielsen Advances Nickelson

A. C. Nielsen Co., Chicago, has appointed Harry E. Nickelson vp in charge of client service for the central U. S. He succeeds J. P. Napier who has been elected vice-chairman and managing director of A. C. Nielsen Co. Ltd., Oxford elson joined Nielsen in Mr. Nick named a client service executive in 1948 and a vp in 1954.

## Tell Gets 4 New Accounts

Tell Advertising Agency, Clifton, N. J., has been named to handle advertising for four new accounts. They are RCO Electronics, Belleville, N. J.; Federal Tool Engineering Co., Cedar Grove, N. J.; Vemaline Components division, Waxing Machinery Corp. Pall Waxing-Machinery Corp., Pali-

Weinberg Adds One, Drops One Milton Weinberg Advertising Co., Los Angeles, has been named to handle advertising for the Foreman \& Clark clothing chain. Foreman \& Clark, owned by Howard Stores Corp. of New York, operates stores in California, Washington and Missouri. Milton Weinberg has resigned the advertising account of Jim Clinton men's clothing stores.
dson Vitamin Tests Print Hudson Vitamin Products, New poned ads offer a vitamin price York, is testing print advertising catalog. Hudson previously adver or the first time with a spread in tised only on radio. Pace Adver Coronet and pages in The Satur- tising, New York, is the agency. Clising, New York, is the agency. E
for soft goods merchandising. Ed-


## Wrap Up

 This Northern Illinois MarketBUY THE COPLEY BIG 3 SAVINGS PACKAGE

## AURORA BEACON-NEWS ELGIN COURIER-NEWS JOLIET HERALD-NEWS

In one economical package, the COPLEY Big 3 Newspapers offer you dominant coverage of Illinois' number-one market, outside Chicago. Excluding Cook County, the Greater Northern Illinois Market represents $14 \%$ of the total Illinois market and accounts for $15.32 \%$ of the state's total retail sales.
The COPLEY Big 3 Newspapers are the dominant media for more than three-fourths of this market!
And when you buy all 3 of the Big 3, you save 17\%.

| Aurora Beacon-News . . 19 cElgin Courier-News . .Joliet Herald-News . .. $20 c$ |  |
| :---: | :---: |
|  |  |
|  |  |
| Total | 56e |
| Thrifty All-3 Rate | $461 / 2$ |
| BUY ALL 3 AND SA | 91/20 |

# FARM JOURNAL CUTS THE COST OF SELLING THE PRIME FARM MARKET 

with advertising investments averaging better than a million dollars per issue
with the basic subscription price from $50 \%$ to $\mathbf{2 0 0 \%}$ higher than other major farm magazines
with nearly $31 / 2$ million net paid subscribers and more than twice as many farm families as any other magazine

## Farm Journal Announces A Further Reduction In

 The Cost Of Selling The Prime Farm Market Through An Even More Efficient Distribution Of Circulation...Effective With The April IssueMORE THAN 20 YEARS AGO FARM Journal took the first big step toward reducing the cost of selling the farm market by introducing a new kind of farm magazine designed to meet the needs of a new kind of farm market.

In less than 5 years, Farm Journal became the largest selling farm magazine in America. This substantially reduced the cost of covering the farm market since so many more families could be reached through the pages of a single farm magazine.

THREE YEARS AGO FARM Journal again sharply reduced the cost of selling the prime farm market when it acquired and consolidated the hard core of Country Gentleman's audience with its own. By eliminating duplication and adding only those having an active interest in farming, Farm Journal was able to deliver the prime farm audiences of two great magazines at a fraction of the former cost.

Farm Journal has been delivering more than twice as many farm families as any other farm magazine. No combination of other farm magazines delivers so many for so little.

DURING THESE THREE YEARS we have continued to develop new ways to make Farm Journal even more efficient for advertisers who want to reach and influence the millions who can best be reached and
influenced by farm magazines. We have added new features and services in Farm Journal, increased the subscription price, established screening processes which insure that only those who take an active interest in farming become subscribers while adding more and more farm-family subscribers. Now, as the result of months and months of careful testing we know that Farm Journal can, once again, reduce the cost of selling the prime farm market despite the higher cost of publishing -
by continuing to make a premium product bought by a premium audience at a premium price
by continuing to take extraordinary care to see that only those who have an active interest in farming become subscribers
by reducing the total circulation in selected areas through the co-operation of those subscribers who no longer have an active interest in farming.

## THEREFORE, EFFECTIVE WITH THE APRIL ISSUE

Farm Journal will guarantee a national circulation of $3,100,000$. New rate cards are in the mail. Advertisers will now pay less to reach and sell the prime farm market through the pages of the magazine most of the best farm families read every month.

# FARM JOURNAL 

One of the nation's truly great service magazines<br>Read by most of the best farm families



## Don't miss the big parade

## in Macon

Who brings home the bacon in Macon? Everybody. What's happened to this sunny Georgia city on the Ocmulgee River in the past ten years is enough to make your head swim.
Buying power has boomed $1,751.2 \%$ since 1946 ! There's probably not another city in the U. S. that can match that one. Macon's payroll has bulged to more than $\$ 236$ million
And when Macon goes to market-wow! Retailers report a fantastic $3,609.6 \%$ boost in sales over the last ten years. Today it's close to the $\$ 140$ million mark-and it was only a little more than $\$ 3$ million in 1946.
Now look at the population figure-it's within hailing distance of the hundred thousand mark in the corporate city limits. That's a $460.5 \%$ increase since 1946 !

Who wouldn't want his share of this fantastic market. parade and the Macon Telegraph \& News can give it to you. Each Sunday they call on four out of every five homes in town. Each Monday they begin to move goods off dealers' shelves.

PARADE ...The Sunday Magazine section of 59 fine newspapers eovering some 2800 markete ... with more than
18 million readers every week.


## To Win Status, Treat Industrial Ad Funds as Investment, Kohlman Advises Admen

Dallas, Feb. 25-Today's in- most skeptical of your colleagues dustrial advertising manager must with your organization. This," Mr do more than merely understand Kohlman added, "is where the his function as a management spe- educational efforts of association cialist; he must have the courage such as NIAA come in.
and ability to explain his position "Successful advertising," he said, to his associates within his own "is aimed and geared to customer organization, if he is to function interests. Those interests can't be efficiently. interests. Those interests can't be That's what C. W. Kohlman, can't be understood or analyzed advertising manager of the indus- without knowledge. The other trial chemicals division of Ameri- management specialists within can Cyanamid Co., told the North your company are fully capable o Texas chapter of National Indus- understanding that fact if the adtrial Advertisers Assn. here last vertising specialist has the courage week. Mr. Kohiman is chairman of to explain it and the facts to back the association's national business it up. and public relations committee.
Mr. Kohlman stressed that advertising "will grow in importance Being the head of an advertis as industry has to sell harder to said, "is more than getting the move goods in this period of eco- right people to put the right words nomic question marks.

- To help increase the importance of advertising, Mr. Kohlman suggested three points for industrial advertising managers:
"Recognize that a company doesn't spend advertising dollars, it invests them."

2. "Seek to produce from each budget as many profit dollars as possible."
3. "Develop yardsticks and measurements that will show the return on the investment to even the

## Farmers Insurance Agents

Sign 1-Year Pact on KPOL-FM
The Los Angeles agents of the Farmers Insurance Group have signed a 52 -week contract for "Holiday in $\mathrm{Hi} \mathrm{Fi}^{\text {" }}$ on KPOL-FM, Los Angeles. The show will be heard on Sundays from noon to midnight. The insurance group believes its buy to be the longest sponsorship on fm .
The Farmers are using only two minutes out of each hour for commercials, with emphasis on Farm ers new broader coverage auto insurance. The long term pact was the direct result of a single Sunday
test show which brought a large test show which brought a large response from listeners. General
Advertising Agency, Los Angeles Advertising
is the agency.

## Storer Plans TV Experiment

Storer Broadcasting Co. has asked the Federal Communications Commission for authority to build an experimental tv station in The station will transmit the same programming as WVUE, Channel 12, another Storer station, in Wil mington. Purpose of the experiment is to compare reception of non-directional transmission from WVUE and directional antenna transmissions from the new station. The area between Philadelphia and Binghamton, N. Y., would be the test area.

## KPLA Transfers Ownership

Following approval of the Federal Communications Commission ownership of KPLA. Hollywood fm station, has been transferred to a new company, KPLA Inc., which of John Poole Broadcasting Co and $25 \%$ by Don Martin, formerly and $25 \%$ by Don Martin, formerly opened at 6540 Sunset Blvd., adjacent to quarters of KBIG, owned by John Poole Broadcasting. The two stations will initiate stereo phonic broadcasts on a regula basis.

## Maytag Sets Spring Drive

Maytag Co., Newton, Ia., will use consumer magazines, outdoo posters and co-op advertising in its spring campaign. More than 2,000 outdoor panels in 112 markets wil be used through May. Magazines
on the schedule are Better Homes \& Gardens, Good Housekeeping Ladies' Home Journal Life, Look and The Saturday Evening Post. Three basic ads will be used. Leo Burnett Co., Chicago, is the agen

Ladwig loins Datamatic
Frank Ladwig, formerly marke development manager of the Elec rodata division of Burroughs Corp., has joined Minneapolis Honeywell Regulator Co. as man ager of the sales department of its Datamatic division, Newton High lands, Mass.

Ol KRHM
Alden L. Olson, formerly in the Los Angeles office of the Wall Street Journal, has joined KRHM, Los Angeles fm station, as an acoun aceatue

## WHAT DO YOU KNOW

about DIRECT SELLING?
期 $1 / 2$ Bilion Industry Which Attracting More Companies Who Want a New, Fast, Inexpensive Way to Expand


This page is to color Healthtes is to wear


COLOR IT YOURSELF-Standard Romper Co, will run this b\&w page in the March Ladies' Home Journal inviting children to name and color the pets.

## Standard Romper Aims Self-Color Ads at Crayon Set

New York, Feb. 25-Let the reader participate in your ads, it says in the textbooks, so Standard Romper Co. is encouraging its hand and supply the color for he hand and supply he color he blw Healls spars paign for Healn-lex ches.
cloth "This page is to color. Healthtex is to wear," explains the head-ne-inspiration for which came to Dig" the atency, Hockaday Is to Dig," the agency, Hockaday
Associates, admits.
The agency further acknowledges that the art concept is an edges that the art concept is an out-and-out pinch from Pieter Breughel, Flemish painter of the
16 th century, "whose style is a good deal younger than most presgood deal younger than most presnly extant. Besides, how else ould we show an entire spring ine in one full page
The opening ad is aswarm with 29 Health-tex kids playing with their pets- 27 in all. The copy queries, How many of our 27 list and receive a color-it-yourself stace mat pretty enough to frame place mar pretly en Health rame"

- This ad will run as a b\&w page in the March Ladies' Home Journal. In the Feb. 23 New York Times Magaziee, it was run as a spread with the illustration repeated twice-in bsw on the lefthand page, in color on the righthand page. In the color side of the page, however, only the children's carrot-tops and their Health-tex logs are in color, so that budding Breughels can still practice on the pets and background.
The color version of this ad also is scheduled in the March 1 issue of The New Yorker, and the readers are invited to name the pets and mail in their lists to the company to receive the color-it-yourself place mat.
- The second ad in the campaign, scheduled for the March 16 New York Times, shows the Health-tex kids reenacting as many fairy tales as will fit on the page. The headline: "The stories are to guess. Health-tex is to wear. Again, the children will receive place mats. This io one contest in which everybody wins, regardless of the answers All hose place mats have got to go." Health-tex is confident there'll be none left over since last fall the company ran a color spread in the New York Times showing a melange of Health-texers playing 31 differen games. In this ad, the children were invited to guess the names of the games and mail in their lists. The reward ("embarrassingly frugal") was nothing more than a
run-off of the Times ad. But more than 1,500 children wrote in
- For stores, the company is sending out a long narrow poster show ing the Health-tex kids in a tug-of-war. The poster can be used either as a flat or round display piece. \#

Young Appoints Two Al Parenty, formerly with Television Age has joined the sales staff of Young Television Corp., bury

New York, tv station representa-|Edwards Joins Hollingsworth has been named exec vp of Tele tive, Robert J. Lobdell, previously Robert W. Edwards has joined star Films, New York, tv film dis with Weed \& Co., has joined the E. R. Hollingsworth \& Associates, tributor. In his new post Mr. Sav New York staff of Adam Young Rockford, III., as creative director, age will be in charge of Telestar's Inc., radio station representative a new post. Mr. Edwards formerly sales program. affiliated with Young TV. was an art director with McCann-

## oerper loins Hallmark

Kerwin S. Koerper has been Mont direry named assistant to the director of Co
advertising and sales promotion of
Hallmark Cards, Kansas City. He Telestar Names Savage VP David Savage, formerly directo of station relations of Guild Film

Dowling Is Assistant A.M. William D. Dowling, who has been doing advertising creative and administrative work lo Johns-Manville Corp.'s Celite and international divisions since 1955 has been appointed assistant ad vertising manager.


You can sell it everyday in The Cleveland PLAIN DEALER

The only Cleveland Newspaper that sells the city and the 26 adjacent counties

Here's how the Cleveland Market sells $41 / 2$
billion dollars

| commodir |  | 26 ADJACEMT COUNIES $(000)$ | $\begin{gathered} \text { Torat } \\ \text { (000) } \end{gathered}$ |
| :---: | :---: | :---: | :---: |
| Totol Retail Soles | 2,247,897 | 1,999,804 | 4,247,701 |
| Retoil Food Soles | 549,318 | 484,163 | 1,033,481 |
| Retail Drug Sales | 85,930 | 55,457 | 141,387 |
| Automotive | 382,082 | 390,920 | 773,002 |
| Gas Stations | 120,031 | 157,081 | 277,112 |
| Furniture, Household Appliances | $3 \quad 124.695$ | 102.572 | 227,267 |

Akron, Canton and Youngstown's Counties are not included in above Sales.


# THE SEATTLE MARKET ( 20 counties) Has GREATER Retail Sales Than Any of these 26 States 



## IN THIS GREAT MARKET - YOUR BASE BUY IS THE P-I

In this rich, able-to-buy and growing market, the daily Seattle Post-Intelligencer reaches one out of every two families in the Seattle-ABC City Zone alone. Sunday's city coverage is approximately the same. It has a $47 \%$ Sunday coverage of
all urban families in the Seattle-20 County area and a $37.7 \%$ daily coverage in this same area. The total retail sales in this rich market totals nearly two and a half billion dollars a year. People who buy read the P.I-the resultful media for your sales message!

## Sunday, 254,775 Daily, 193,329

## Gefting Personal

This year's Joint Defense Appeal dinner will honor Shap Shapiro, Look vp. It will be held March 26 at the Waldorf-Astoria
Joyce Carol Rogers, daughter of Ben Rogers, art director of Buchanan \& Co., New York, will be married in August to Martin Nudelman . . . Wilbur J. Streech, head of Wilbur Streech Productions, New York, was married Feb. 1 to Marion Jockel . . .Mrs. Silvia Mangan and Thomas J. White Jr., account executive with Avery-Knodel New York, station representative, have announced their engage-
Ruth Earle Lawrence, daughter of Richard W. Lawrence Jr. chairman of Printers' Ink Publishing Co., New York, was married Feb. 8 to James Ruder ... Dorothy Reimers on Feb. 8 became the bride of James Joseph Jergens of Sullivan, Stauffer, Colwell \& Bayles...On March 16, Bernice Kadish, director of drug and cosmetic advertising and merchandising for Cosmopolitan, will be married to Lawrence H . Leder


ALUMNI PREXY-William H. Sylk (right), president of Stations WPEN and WPEN-FM, Philadelphia, is installed as president of the General Alumni Assn. of Temple University. Ceremonies were conducted by Dr. Louis P. Hoyer (left), chairman of the executive committee.
"Tomorrow to Live" is the title of a novel of the Marine Corps, by William Herber, president of Associated Display Services, Chicago, published Feb. 20 by Coward-McCann, New York.
Russell L. Putman, head of Putman Publishing Co., Chicago, and Mrs. Putman are on a two-month trip to the South Seas, which will include some deep sea fishing in New Zealand waters. . . Note to Dale Robertson: The "Wells Fargo Messenger" reported in a recent issue a skirmish with a highwayman in 1893, in which Will Cresmer, then a boy messenger of the company, protected a shipment of gold coins and was rewarded with a watch. He is chairman of Cresmer \& Woodward, newspaper representative.


UNDER THE SUN-Vacationing through several European countries, Mr. and Mrs. Walter R. A. Graham are pictured in the Pyramid site near Cairo. Mr. Graham is vp of D. P. Brother \& Co., Detroit.
W. Hunter Snead, ad and sales counsel, is recuperating from emergency surgery at his home in Shelburne Falls, Mass.
Dick Bergh of NBC Spot Sales' New York office and Robert Ewing, of the Chicago staff, have won trips for two to Bermuda and hawail, respectively, in a contest sponsored by Station KONA, Honolulu..

Lee McLemore, head of Lee McLemore \& Associates Advertising, represented the City of Houston, on a tour of Navy missile testing installations in California. Mr. McLemore is a city councilman and is Mayor pro tem. Forty business men, educators and city officials were airlifted by the Navy to observe missile testing at hree California installations
Howard L. Cousins, assistant to the president, director of public relations and counsel for the Bangor \& Aroostock Railroad, Bangor, Me., and Hal L. Gosselin, director of public relations for the Bates Mig. Co., Lewiston, Me., have been named two of Maine's three oulstanding young men of 1957 by the Maine Junior Chamber of Commerce. Third recipient of the honor is an Augusta general contractor.

# The Washington Post and Times Herald reaches $67 \%$ of all 

adult men and women in
the Washington Metropolitan area...
more than are reached by the other
two Washington papers combined.*

50\% more circulation than any other
Washington newspaper. . more home delivered
circulation than the second paper has total . .
and the lowest advertising cost per 1000 readers.

Represented By: Sawyer, Ferguson, Walker Co.-New York, Chicago, Detroit, Atlanta, Philadelphia, San Francisco, Los An geles, Seattle; Joshua B. Powers, Ltd.-London, England; Senor G. Enriquez Simoni - Mexico City, Mexico; Allin Associates Toronto and Montreal, Canada; The Hal Winter Co.-Miami Beach, Florida; Tom McGill-West Roxbury, Massachusetts; Puck, The Comic Weekly: A. R. Lerner-Paris, France; Robert S. Farley -Financial Representative in New York.

## The Voice of the Advertiser

Rochester Community Is Sold on Work of City's Own Advertising Council, Devoted to Public Service
S. R. Bernstein (AA, Feb. 10) deserves a big cheer for his trenchant article urging more advertising men to battle for decency and in-
tegrity. It is good to know that he is impressed with both the quality and quantity of work that advertis-
ing men and organizations are doing in connection with civic, charitable and other projects.
often picture the American people as rich, healthy and beautiful-we all like to be complimented before
the touch is made but the the touch is made-but the same decent advertising people who
planned and produced those advertisements are aware of America's other face. They are eager to, and do, do something to alleviate pov-
erty, ill health, slum-ugly cities, crime and delinquency.
"I suggest that we should form pool of manpower and brainower, the better to carry the grea wight of public service works. The U. S. has such a pool in The Advertising Council, set up in 1942 What that non-profit organization performs through volunteer help and donated space and time for such decency projects as Better
Schools, Religion in American Life Schools, Religion in American Life, Safety on A merican Highways. Rochester, N. Y., does not an advertising club affiliated with the Advertising Federation America, whose civic work y
cite, but its advertising men band together in 1950 to form an organization solely devoted to pub lic service in the community.

## - The story of that new organiza

 tion appeared in Advertising Ag Feb. 5, 1951. And as a result of tha report we received requests for in formation about our form of organization and modes of operation from 41 readers in the U. S. and three from Canada, two from Hol land, with individual inquiriesThe Advertising Council of Rochester, that's our corporate nity, inverghth year of commufor what it is the embodying the ideals of the national group, yet functioning au onomously with 360 membersbut none of the original inquirers, or those who have written or vis similar regional public service ad vertising
We may be wrong. We think that we can spread the load better and make a more efficient drive fo community projects that entail no versy or in the influencing of leg islation.
Local businesses have backed our Advertising Council with sub scriptions to an annual budget tha covers the headquarters office ex penses and salaries of the staff ex the pledges received in this fisca year are on a five-year basis.)
our active members-the ones who man the task forces and projrial and retail advertising artments, retail advertising de lithographing and printing plants, the communication fields of newspapers, magazines and outdoor display, plus television, radio and all sorts of advertising service organizations.

- Louis A. Langie, president, Community Chest of Rochester and Monroe County, sent this wire to
our annual dinner meeting: "Congratulations on another year of service to Rochester and Monroe
County. Millions of ears hear the results of your organ ized talents, but few people really know the tremendous contributions of time, energy and enthusiasm your members collectively and individually bring to their many projects. We of the Community tribution you make each year the success of our campaign." The annual Chest-Red promotional campaign involve perhaps our largest volunteer task force, yet the 44 other community vertising men "just doing the decent thing" have aided through the Advertising Council of Rochester give testimony that the individual and group contribution is a hefty one.
Police Chief Winfield was mighty pleased with what we did to urge the removal of temptation from juveniles in a "Like Your Car Lock It" campaign. The American Legion gave us a citation for tha one.
Look magazine's community achievement award came to Rochester in part for the advertising neighborliness in the prevention of downgrading property to slum conditions.
The original Red Cross blood bank was established in Rochester That's a humanitarian cause that we have aided continuously since our council was formed. And blood banks by their regional nature can best be aided on the local level. We do the local job with all the booster pride of loyal citizens. We also try to intensify in our locality The Advertising Council such as higher education.
Rochester advertising men are persons of "integrity and decency" The Rochester community is sold on the way we do it through a non-
profit organization separated from trade organizations and profession1 associations.
Need Rochester remain unique in this?

Edward P. Harrison,
President, The Advertising Rochester, N . $\mathbf{Y}$

Auto Dealer's Price Makes Ad a 'Candidate'
To the Editor: Enclosed please ind a likely candidate for your On careful examination of the fine

print, one sees (but not too readily) that this Chicago car dealer doe not have "Brand New 1957 Ply mouths" for $\$ 1,388$.

Ralph Atlas,
Philip Morris Inc., Chicago
The Writer Wronged, Part I To the Editor: Thank you for the article in the February Harper Magazine (AA, Feb. 10). And comment that a "value added" cept is not original with me. Whe you say, however, that "it is spelled
out in hundreds of textbooks on advertising and has been accepted as gospel by every advertising man for at least 20 years," I think you
have stretched the comment too far. Among the textbooks I read in preparation for my book are Borden's, Frey's, Kleppner's, Dunn's,
Maytham's, Whittier's and at leas one or two others. No "value add ed" concept is spelled out in any of vertising men, inter some 400 ad vertising men, and spoke with
many of them about the basic question of how advertising works, and got "added value" from no body. When the article appeared, David Wallace of Edsel-formerly of Time Inc., and David Ogilvy's agency-informing me that he had just propounded a similar idea to satisfy the requirement for an in dividual and new contribution to the theory of "group dynamics" in a graduate course. Finally, Har per's has received several letters from people who accuse me o which means that they at any rate, believe it to be something rela tively new and now shockingly miscredited. it to anyone who asks nicely. The concept of "added value" struck me as a logieal necessity in considering advertising from the standpoint of economic theory, and once I had determined to write about could quote in my support. The "brand image" people would not do, because the reference frame was different-and in a theoretical question the reference frame is allimportant. I could find no else working along these line (though I now learn there have been several others), and thus took the exposition of the idea upon myuntil Alfred Politz assured me that he, for one, had never run into before.

Idid not claim in the article that
advertising Age, March 3, 1958
made the claim in its cover blurbWhich is fair enough, too, in this honestly What advertising man can because he sees someone adding value to a product by a stretch of the word NEW

## Martin Mayer,

The Writer Wronged, Part II To the Editor: The letter sent to issue from Alfred Scaglione 10 Peck Advertising Agency in New York, gave me a big chuckle.
During the past 20 years, I have probably heard from more than 100 people who, on different occasions, and of course during different years, claim they heard Uncle Don say on his nightly WOR program, "I guess that'll hold the little bastards."

I devoted an entire chapter to this, and if Mr. Scaglione had purchased the book before he wrote to sure he would have held back his comments.
Secondly, the Bloopers record using this faux pas, has a voice of a mimic, and consequently is not this out in the book, and if $\mathbf{M r}$ Scaglione checks with the Jubilee Records executives, they will tell him the same thing.
If he further wants a list of the WOR executives who were around the radio station when Uncle Don broacast, I have that for him, and they too will attest to the fact that Uncle Don never said it.
thanks for the second mention of my book. It is selling exceptionally well and Walter Winchell gave an Orchid in his column Feb. 12. William F. Treadwell,
resident, Leo Burne

The book is titled, "Head, Heart and Heel."

## Clarifies Swedish Agency

Recognition Setup
To the Editor: I have observed n article about the new agency Advertising International in your issue of Jan. 27 . One point in that
"AI's greatest feat, in the eyes of many observers, was the ability organize-and get publishers

enal
Wm. C. Copp \& Associates 72 West 45th 5t, New York 36, N. Y

recognition for-an agency in Stockholm. To get recognition in Sweden, an agency must show bank credit of $\$ 300,000$. This, Mr Akers modestly concedes, he was able to do."
I will inform you that a Swedish subsidiary to the Advertising International agency has asked us for
recognition. No decision in any
direction has, however, hitherto direction $h$
It is not correct to say that the agency must show a bank credit of $\$ 300,000$ to get recognition in Swe-
den. The capital required depends den. The capital required depends
upon the size of the operations upon the size of the operations planned. The subsidiary which asks for recognition has a paid-i
capital of $\$ 40,000$. capital of $\$ 40,000$.

Per V. Ocklind,
Assistant Director, Swedish Newspaper Publishers Assn., Stockholm.

## 'Popular Mechanics' Linage

## Error Is Corrected

To the Editor: In the Feb. 17 is sue of Advertising Age concerning the reporting of linage in consumer magazines, there was an error in the Popular Mechanics linage. In checking over our figures I have found that the error was made by me when I reported the figures to
you. They were listed as follows: ${ }^{\text {Current Month }}{ }^{\text {Pages }}$ Year to Date

 $\begin{array}{cccc}\text { Cebruary } & \text { February Jan.-Feb. } & \text { Jan,-Feb } \\ \text { 1958 } & 1057 & 1058 & 1057 \\ 27.251 & 31.293 & 51,978 & 63,892\end{array}$ They should have been entered or Popular Mechanics Magazine as follows:

Jae T. Phister,
Manager, Sales Analysis, Pop ular Mechanics Magazine, Chicago.

## Thinks 'Dress Right' Copy Fits Prevailing Mood

To the Editor: William M. Branham's comments (AA, Jan. 27) and suggestion that "we can do "You can usually spot a wrong kid just by the way he looks," smacks of "ostrichism."
I'm no adman, but the first line "Sure it's unfair, but it's a fact people today judge a youngster by appearance," very neatly describes the prevailing mood. And, it certainly cannot be construed as pertaining to the "less fortunate" (formerly "poor") boy,
Or perhaps Mr. Branham implies a fear that if the "Dress Right" philosophy is accepted, we won't be able to tell the "good guys" from the "bad guys."
R. J. Dallman,

Staff Assistant to the President, The Falk Corp., Milwau-

Six-Year-Old Creates a
Storyboard for Coca-Cola
To the Editor: Maybe I am prejclose because Dick Freeman is a nd his six-y and client of mine is one of-year-old daughter Tin he enclosed favorites. But I think . Among other things, Freeman is president of Louisiana Coca-Cola Bottling Co. (That is the client part.) His letter of explanation, together with Tina's illustrations, make one of the most interesting Certainly yet developed. of tv on Amert augurs will tican youth. It also advertising for the reception of Joseph H. Epstein, Fitzgerald Advertising Agency, New Orleans.

Dear Joe: The early part of this week little Tina was sick and we had the doctor in for her, with the result that the doctor prescribed Coca-Cola syrup for an upset Ben condition.
Being of commercial mind, and also being an avid tv fan, Tina came up with the enclosed "story case the situations aren't instont ly recognizable to you:
Slide No. 1 shows a sick little girl in bed, with a sick brothe standing alongside, both with thermometers in their mouths, and for some reason there is also a sick cat in the picture, and the lady of the household has just come in with the news regarding Coca-Cola syrup.
Slide No. 2 clearly shows that the cat and one child have already received the Coca-Cola syrup, and the third one is in the process. As a result you see the happy faces on Slide No. 3, with the well children (?) happily playing ball.
All of this leads up to Slide No. to purchase family has gone out The next a six-bottle carton. to me, but I guess they are influenced by Tina having watched a lot of Walt Disney commercials, and this seems to be a closing sequence in the Walt Disney manner. In view of the child labor law she is not yet available for your will keep her in mind for the next 10 to 15 years.

Eichard W. Freeman,
New Orleans.

## Cuticura Brings Back Its

## Cuticura Will Slogan

To the Editor: In the Voice of the Advertiser section of your Feb. 17 issue there appeared a letter ol rotest regarding the "remarkably unfair duplication of advertising hemes by competitors" and pointg to the use by Covermark, of Sympathy won't help, Covermark will," and by Shulton, of "Wishing won't help, Thylox will."
Just to keep the record straight, Cuticura has used a slogan for 15
campaign, which we have repeated
kin. "Wishing won't help your for several years in leading maga kin, Cuticura will." It was orig- zines, has been taken over lock, New Way to Wash Your Face
inally the tagline in, and an integral part of, a one-minute dramatized spot repeated for many year over leading radio stations here in
New York and throughout the New York and throughout the
country. In the heyday of radio you country. In the heyday of radio you
just couldn't miss hearing Cuticura spots and the Cuticura Jingle beginning with "C-U-T-I-C-
ung to scale. Remember
When Cuticura shifted from radio and small-space newspaper advertising to large-space magazine advertising, we used the phrase as a slogan under the logo in such
publications as Ladies' Home Jourpublications as Land McCall's.
nal and Mchalts.
We felt a new in advertising ethics had been reached when various competitors began borrowing and paraphrasing this slogan-not, however, without, in many cases, written protest from Cuticura.
This is not the only instance. Our

## Vrsus

REACHING MORE THAN 600,000 TV SETS IN 75 PIEDMONT
NORTH CAROLINA AND
VIRGINIA COUNTIES IN 75 PIEDMONT
NORTH CAROLINA AND
VIRGINIA COUNTIES IN 75 PIEDMONT
NORTH CAROLINA AND
VIRGINIA COUNTIES
 kee.
tock and barrel by competition in Canada, over Cuticura's protest. As," in our current Cuticura maging," in our current Cuticura magFull Treatment" we have revised the slogan to read as follows. "Cuticura has said for years-Wishing won't help your skin, Cuticura will."

Anne Netzer,
Atherton \& Currier Inc., New
Ather
York.

## Lo, the Poor Umlaut

To the Editor: In your issue of Feb. 3, Copy Cub says, "In Milwaukee they wrap it all up and all it Gemutlichkeit."
I'm afraid you slipped just a bit because you forgot the umlaut over the "ul." So, what you reerred to was MUT-lichkeit. All of Milwaukee is talking about your poor German, so watch your step, when you write for us Irishmen in this German city.
J. W. Martin,
J. W. Martin Inc., Milwaukee.

## Mass Migration to Rebuilt Cities from Decaying Suburbs Predicted by Hauser

Chicago, Feb. $25-$ With U. S. urban areas, another $15 \%$ will go population estimates for 25 years into newer suburbs further away hence ranging between $195,000,000$ from the cities, while about $15 \%$ and $235,000,000$, marketers can will go into the cores of cities feel optimistic about the next few sharp upswing in this last category. ecades.
But they may find the populaion centers of the not too distant future vastly changed from what hey are now. And they may be faced with some surprising popu-
This word came last week from This word came last week from Philipersity of Chicago's population research and training center and chairman of the university's and chairman of the
sociology department.
If presently indicated trends are If presently indicated trends are
borne out, Mr. Hauser told the borne out, Mr. Hauser told the
American Statistical Assn.'s Chicago chapter, the nation's populacago chapter, the nation's popula-
tion centers will contract in dention centers will contrac
sity rather than expand.
sity rather than expand.
Former slum areas in or near the cores of cities are being redeveloped with federal aid, he pointed out, and will offer close-in, upper income residential areas
that probably will draw heavily that probably will
from the suburbs.

- The pattern of moving from the cities to the suburbs also will be broken, he predicted, because the inferior construction of many vast sections of postwar housing in the suburban areas is destined to create new slums in the suburban ring.
These two factors, plus other sociological trends-in family size, marriage age, number of children, etc.-all suggest, Mr. Hauser said, that the population areas of the future will be more heterogeneous than any city yet seen.
Such cities, he said, would have many small neighborhoodswealthy ones, middle-income ones, poor ones-intermingled throughout the whole metropolitan area from the core to the outer suburbs. This sort of development already can be seen in its early stages in the Los Angeles metropolitan area, he said.
Here are some specific predictions made by Mr. Hauser:
- Population gains in the next 25 years will be sustained almost entirely by the metropolitan areas. be sustained in the present sub-


## AT NO EXTRA COST


wirt (1) Pastididrome NATURAL COLOO POSTCAROS BY COLOURPICTURE

1. 2. complete creative service from idea to finished product.
12 TOP QUAlITY - Plastichrome offers the finest reproduction you can buy. Winners of tithogro. phers National Assoc
Award the last four ysars.
-3. SEEVICE - prompt effien
1. SERVICE - prompl, effici yensaruity you need it
2. VENSATILITY - a complete assoriment of postards, albums,
folders, broedsides and brochures

3. PRICE - a complete sales pro motion campaign for a penny or less per siece
write for complete details and idea file COLOURPICTURE PUBLISHERS INC. Dopt. H-1, 400 Newbury Strest, Bestem 15, Main.

- The current baby boom is about over. The birth volume should luencing factor in birth volume, he said, is the recession-specifiby the White House. Such official recognition of adverse times aflects the marriage rate almost mmediately, he said. A birth rate
$\qquad$
drop can be expected about nine from earnings of $\$ 3,200,000$ in the Chicago, is the previous agency. months later, he observed. Loew Premium Co. Bows
- Dr. Hauser said he expects this the bulk of last year are figures Jack Loew Premium Co. has been formed by Jack Loew, with offices at 1350 N. Highland Ave., Los Angeles. The new company will offer service in the premium field, including creation, packaging, mailing and processing. Mr. Loew was Steiner Co., Chicago, a divisi has formerly premium division managnamed Marsteller, Rickard, Geb- er of Germain's Inc hardt \& Reed, Chicago, to handle its advertising. The company, Carangi Succeeds Sheehan
Daniel L. Carangi, formerly art director of Puck-The Comi Weekly, New York, has been named promotion manager, succeeding Corneli pattern to be followed this year for the Vancouver Province, whose ownership was transferred to Pa cific Press Ltd. last June. no major mid-year upswing in business conditions-in fact, proball. \#


## Southam's '57 Revenues

Profits Show Decrease
Gross revenues of Southam Co., a newspaper chain and job print- dispensing continuous cloth towel-
ing business, declined in 1957 to ing, paper towels and toilet tissue, $\$ 35,500,000$ from 1956 revenues of also appointed Burson-Marsteller named promelion J. Sheehan, who \$ w


## "He must know a grood

"He must know a goodRoyal Metal Sets New Push Royal Metal Mig. Co., New York will promote its new Park Avenue series of office chairs in Business Week and U. S. News \& World Report. The company also will use Architectural Record, Interiors, Interior Design, Management Methods, Modern Office Procedures, National Stationer and NOFA Bulletin. William Hart Adler Inc., Chicago, is the agency

## Aetna Names Smith VP

Vincent T. Smith, former advertising salesman for the New York News, has been named vp of Aetna Photo Engraving Co., New York, where he had previously
been on the engraving sales force

Chamber Warns $R-P$ Act Change to Hurt Small Business

Wasumeton Feb 2
U. S. Chamber of Commerce has charged that a proposed amend ment (S.11) to the Robinson-Patman Act aimed at helping small companies actually would hurt them.
The chamber made its views public in a letter to Chairman James Eastland (D., Miss.) and all members of the Senate judiciary committee. The chamber said the amendment would lead to said the amendment would lead to
rigid price schedules, handicap in-

## dependent retailers and otherwise lower price in order to keep the

 tend to "eliminate true competi- customer.
## ion."

The amendment would restrict use of the "good faith" argument as a defense against price discrimination charges brought under the Robinson-Patman act. The U. S. Supreme Court has ruled that a business man can rely on this argument as an "absolute defense" against such charges when it lowers prices in good faith to meet competition.

However, if the "good faith" derense were restricted as proposed by the bill, the small company might be forced to give equal price cuts to other customers, and this "might well put it out of business, the chamber said. \#

## Ad

Adolph's Sets Three '58 Drive
Adolph's Ltd., Burbank, Cal., manufacturer of a meat tenderizer will use full-color horizontal halfpage ads in The American Weekly Sunday Metro Gravure network and Parade, and space in Good Housekeeping and True Story in 1958. Local advertising will be used

## $\mathrm{SOOHO}^{9}$

Like Ted Bates \& Company, whose timebuyers are the industry's largest purchasers of spot television. Naturally, they're experts. At Ted Bates, each market is carefully analyzed to determine the most effective television station. Data from the agency's own research department are checked and re-checked, as are market and station facts furnished by CBS Television Spot Sales.

The outcome? During the past year, the Ted Bates timebuyers bought spot schedules on WTOP-TV, Washington, D. C. for eleven of their clients ... major clients like American Chicle, Anahist, Brown \& Williamson Tobacco, Colgate-Palmolive, Continental Baking, Minute Maid, Standard Brands and Whitehall Pharmacal.

Good spot to be in, say Ted Bates and 364 different national spot advertisers currently placing campaigns on the 13 stations and the regional network represented by...

## CBS TELEVISION SPOT SALES

wcrs-tv New York, whet Hartford, wcau-tv Philadelphia, wtop-tv Washington, wbty Charlotte, wbrw Florence, wmbr-tv Jacksonville, wxix Milwaukee, wbbm-tv Chicago, keul-ty Galveston, ksl-tv Salt Lake City, koin-ty Portland, knxt Los Angeles, and the cbs television pacific network
will run three advertising and merchandising promotions during the year: A spring promotion featuring broiled round steak; a summer promotion featuring barbecued chuck steaks; a fall promotion featuring broiled chuck steak. Mc-Cann-Erickson, Los Angeles, is the agency.
Filon Sets \$325,000 Budget
Filon Plastics Corp., El Segundo, Cal., manufacturer of reinforced panels used in construction, will invest $\$ 325,000$ in advertising this year- $\mathbf{3 0 \%}$ more than in 1957. Filon ads are scheduled in 15 magazines, five trade publications and two farm magazines this year. Cunningham \& Walsh is the agency.

Mohican Names Athearn
Donald W. Athearn has been named advertising manager of Mohican Markets, Hartford, Conn. Mr Athearn previously was in the executive offices of American Tobacco Co., New York.

## Stickin Around KIEEN•STIK

## 

## Double-Duty VICEROY Design

 BROWN \& WILLIAMSON TOBACCO CORP., of Louisville entretching" idea developed for VICEROY cigarettes by J. A WITHOGRAPHING CO., Cin cinnati. He took a proof of a part of a Viceroy display ... mounted it on KLEEN-STIK. and came up with this attractive point-orpun K-S Krometote, the new die-cut piece goes up with an easy peel-an'press on wal- anywhere!


## Outstanding <br> P.O.P. Ideas <br> Featuring the World's Most Versatile Self-Sticking Adhesive! <br>  <br> IDEA NO, 129

3-D Works Good for HOOD
For new CORONET de luxe ice cream, H. P. HOOD \&. SONS, with botb preatife and punch. Ad Mgr. PAULEATON and asistant excellent solution with DICK
SMITH of the KENYON \& ECKHARDT agency. Printed in red, purple, and gold, it's cleverly
die-cut to fold into a $3-\mathrm{D}$ die-cut to fold into a $3-\mathrm{D}$. package
replica. Naturally, replica. Naturally, self-stickin
KLEEN-STIK Strips provide
 any amooth, hard surface Ton
notch production by BUCK notch production by BUCK
PRINTING CO., Boston, thru sales rep HENRY' SMITH (no relation!).
Like to see more business-building ideas? Contact your regular printer, lithographer, or ailk sereen printer."opr write for free
broklet.
on
an KLEEN-STIK".

KIEEN-STIK Products, Inc.

7300 w, Withon Aut. * Chirege 3

Pillsbury Readies 10th Bake-Off as Gals

## Buy Flour, Whip Up Water-Rising Nut Twists

Minneapolis, Feb 25-Thelcolorful contest, which has awad Pillsbury Bake-Off will be back at ed over $\$ 1,000,000$ in prizes to 900 the Waldorf-Astoria in New York contestants in the past nine years, to celebrate its tenth anniversary is anybody's guess. Sept. 22 and 23, following the 1957 Exactly how Angeles.
Exactly how much flour Pillsbury has sold as a result of the

## Want Information? News?

Burrelle's will supply clippings from daily and weekly newspapers - national, sectional or local - magazines, trade-papers, promptly.

But this Pillsbury is sure of: the Bake-Off "is a whacking good flour promotion."
There's a new twist to this year's event. Pillsbury has established a program, endorsed by school systems, to run regional school BakeOffs with the winners going to New York to compete in the main event. To date, Pillsbury reported, more than 4,000 schools are participating
in the program. The contest
The contest is divided into three
divisions-junior-divisions-junior- 12 to 19 ; bride -any married woman between 19 and 30; and senior-anyone over 20.

- Ten professional home economists who are "prominent food editors of are "propit

The Bake-Ott is the brain child of the Leo Burnett Co., Chicago which in 1956 handed over the Pillsbury's Best account to Camp-bell-Mithun Inc., Minneapolis, while retaining Pillsbury mills. The agency offers three purposes or the contest:

1. To put a bit of glamor into homemaking by offering the housewife an opportunity for recognition in "her very demanding profession."
2. To produce a flow of recipes for Pillsbury's package recipe
3. To stimulate interest in the field of baking in general.

- The contest-an admittedly ex pensive affair-has been co-sponsored each year by General Electric Co., which supplies many of the Bake-Off prizes.
The Bake-Off isn't a one-shot
event for Pillsbury, It's a year around promotion with each of its hree phases-entry, contest and wards-timed to coincide with

IVE FREE-Four color ads for Red Heart dog food contest, with top prize of one year's gross income, will run in Sunday supplements of 170 newspapers newspapers and comic sections of
105 dailies, beginning March 30. CampbellMithun is the agency for the Red Heart division of John Morrell \& Co.
est. supplement by Funk and Wag-
nall's. of the Bake-Off. Bake-Off. household chores. Statistically, studies show that role ion)
when it comes to home baking. A pany feels.
$\begin{aligned} & \text { The ladies gave the contest its }\end{aligned} \left\lvert\, \begin{aligned} & \text { Pillsbury with } 100 \text { top baking rec- } \\ & \text { ipes, selected from hundreds of }\end{aligned}\right.$ name. They substituted Bake-Off thousands of entries, Last year for Pillsbury's originally topheavy distribution of those recipes name "Grand National Recipe and amounted to $650,000,000$ individual name, "Grand National Recipe and amount Th 50, ,oe, 00 indial Baf" turned up in the 1950 "New women through advertising mail Words and Words in the News" ings, grocery store tear-offs, flour Wordent by Funk and Wag- sack inserts, the press and grocery

Here are some of the prize-win 75 - American ning concoctions that homemaker

Pillsbury has found that women Water-Rising Nut Twists, Or bake primarily to please their fam- ange Kiss-Me Cake, Snappy Turtle ilies and their husbands. They con- Cookies, My Inspiration Cake, ilies and their husbands. They con- Cookies, My Inspiration Cake,
sider baking more fun than most Open Sesame Pie, Ring-A-Ling Sweet Rolls and California Casse
$50 \%$ of American women say that Recall of Pillsbury ads promoting they enjoy baking; $36 \%$ consider the Bake-Off is impressive. In home-baking an important wom- study of an ad which appeared in enly duty. Only $12 \%$ say they do the April, 1957, Better Homes \& not enjoy baking ( $2 \%$ had no opin- Gardens, "virtually all women who

Further, a majority of women do read the Apri issue saw the ad not consider themselves good cooks seen it when interviewed seven -and this is particularly true months after the ad appeared.
major interest, according to Pills- " Pillsbury says, "We wouldn't bury research, turns out to be continue to sponsor the program if choosing, reading and trying out it didn't pay off in flour sales. But new recipes. The Bake-Off gives at the same time we believe that the girls what they want, the com- only if we give prime consideration
to the service aspects of the program can it be successful as a pro-
" Each annual contest provides motional tool." \#
 +
ning concoctions that homemakers have given to Pillsbury during the role.
"It says bere the reservation was made by The Cincinnati Enquirer.'

You've seen the Daily Enquirer shooting up in stature to become the Solid No. 1 in Solid Cincinnati. But did you know HOW tall and how solid it has become? Take City Zone Circulation. Its 148,250 now tops the next tallest daily by 25,000 . Take Retail Display Linage. Its $10,429,000$ lines now overshadow the second daily by a gigantic $2,485,000$ lines. * You name it. The Daily Enquirer's almost a sure bet to be big. gest by a margin that is getting bigger every month. Want the figures? Call Moloney, Regan \& Schmitt Inc.
*Yes, 1997.

A GIANT is growing in Solid Cincinnati ! . It's The Cincinnati Daily Enquirer.

One of a series of comments on Metropolitan Oakland as a market by Pacific Coast advertising agency executives.


Metropolitan Oakland offers a vast and growing market for consumer and industrial goods of every kind. We have seen its phenomenal growth during

Yes, it is important to recognize Metropolitan Oakland's commanding size as a market. It is equally important to remember this fact:
and expanding all the time. Its importance, as North ern California's largest population center, demands for it major consideration in any marketing plan covering that area.

Herbert D. Cayford, Vice President beaumont \& hohman, inc., San francisco


## Among

## the Big

## Statewide

 Newspapers

No Other Single Medium Can Match The WorldHerald's Coverage in This Booming, Vital, Growth Market Where 1.6 Million

People Have \$2.4 BILLION
to Spend!

## ©maha

## taha world-herald

## in daily coveraget

## HERALD COVERS OUTSTATE NEBRASKA*...

BETTER than any Des Moines paper covers lowa outside its city of publication!


BETTER than any Denver paper covers Colorado outside its city of publication!

BETTER than any Minneapolis paper covers Minnesota outside its city of publication!
*Based on ABC Audits for 12 Months Ending March 31, 1957, and September 30, 1957. Population figures from 1957 Sales Management Survey of Buying Power.

No wonder The World-Herald beats any other single medium for coverage of this booming market. Besides 100 per cent metropolitan saturation, you also get the amazing plus coverage of valuable secondary markets. This near metropolitan coverage of outstate markets is so substantial it is better than any of the other big statewide newspapers. Better get the Best Coverage. . . Advertise in The Omaha World-Herald.

## World-Herald <br> 250,354 Daily <br> 261,806 Sunday <br> ABC, 12 Months Ending March 31, 1957 <br> O'Mara \& Ormsbee, National Representatives <br> New York * Chicago - Detroir - Los Angeles • San Francisco

Paper Box Group Reduces '58 PR
Budget to \$225,000
Chicago, Feb. 25-The Folding Paper Box Assn. of America will spend only $\$ 225,000$ on its public relabstantial cut from the $\$ 305,000$
that the group spent last year with R. T. French Sets Print Carl Byoir \& Associates. Campaign for Bird Foods tory in the March issue of Box- R. T. French Co., Rochester, board Containers, a publication in N. Y., will begin the irst big print the paper box field. The associa- campaign on behalf of its bird food the paper box directors have decided how products this year. 13 color ads are much money they will spend but slated for Parade and This Week much money they will spend but
still haven't decided whom to spend
Mags of 10 metropolitan newspait with, the article said. Byoir was pers. Merchandising incentives dropped by the association Jan. 31 and point of sale mechanical dis(AA, Dec. 9, '57).
The public relations committee plays will
of the association will recommend of the association will recommend
how the money is to be spent at the
annual meeting of the organization Agency, Philadelphia, is the agenMarch 19.

- In a signed editorial, Boxboard CBS-TV Adds Two Affiliates Containers insisted the pr budget A new station, WABG-TV is still too high-that all it does Greenwood, Miss., will join CBS is eliminate the $\$ 75,000$ retainer Television under the extended Byoir charged for executive "time market plan. The station expects and talent."
and talent." $\quad \$ 1$. $\$ 150,000$ would just about "glut joined CBS-TV as a satellite af$\$ 150,000$ would just about "glut joined CBS-TV as a sateltite af-
the market" with material on filiate carrying all CBS-TV profolding cartons that media could or grams ordered for KOTA-TV would use, the publication said. \# Rapid City, S. D.


CATCHY-This b\&w page in the March 1 Vogue opens the spring campaign for Gant Madeleine manufacturer of French fabric gloves. All ads will employ outdoor action situations. Gilbert Advertising, New York, is the agency

## Canadian Ad Board Maps Spring Drive to Boost Education

Otrawa, Feb. 25-A nationwide advertising drive in support of education was announced here last week by the Canadian Advertising Advisory Board. The campaign is
estimated to be worth between estimated to be worth between $\$ 1,000,000$ and $\$ 2,000,000$ in facili ties and space contributed
The board, comprising 170 of Canada's leading advertisers, announced the project as the first of a series of public service activities it intends to underwrite. Daily and weekly newspapers, periodicals, radio and tv, transportation cards and outdoor will be used to enlist greater public support in education.

- Merle M. Schneckenburger of Montreal, board president, announced the drive to the Canadian Conference on Education at the conclusion of a four-day meeting.
Mr. Schneckenburger said the campaign will be in both English and French and will be based on material produced voluntarily by advertising agencies, copywriters, Member engravers and printers.
Member companies would either substitute in their own publicity program the advertisements to be made available or would inser part of them in their own displays The drive will open in late March and will continue for a minimum of three months, although som elements will continue for a year. Spot announcements have been prepared for radio stations and Illustrated material is being pre pared for Canadian tv stations
- The CAAB will undertake other public service projects, Mr Schneckenburger said, and ulti mately will have several unde way at a time so that advertiser whil have a choice as to whic project they want to promote. \#


## Gottlober to Represen

3 Program Magazines
Sigmund Gottlober, director of National Theater \& Concert Magazines, New York, has been appointed advertising representative for the two official publications of the U. S. pavilion at the Brussels World's Fair. 'The Program Magazine for the Performing Arts, equivalent to a house program, will be distributed free at all performances. The illustrated souvenir magazine, printed in four collingual: English, French and Flemish.
Mr. Gottlober will also be advertising representative for the souvenir magazine to be sold at the 70 performances across the country of the Moiseyev Dance company from Moscow. The first issue will appear April 14.

NC\&K Appoints Ellis
Norman, Craig \& Kummel, New York, has named Estelle Ellis a consultant on the Zefran segment of the Dow Chemical Co. account. Miss Ellis, a former promotion director of Charm, recently set up her own consultant service, Business Image Inc.


See page 74


## all in one basket

More and more-those who have media, supplies and services to sell to the world of advertising and marketing are putting their promotion eggs in one basket: Ad Age!

Reason: the National Newspaper of Marketing offers them the greatest following
of important advertiser and agency executive readers ever attracted by an advertising journal. Today, more than $153,400 *$ rulers of the marketing roost read the $40,429 * *$ paid subscription copies of Ad Age each week!

If you've been scratching around for a bigger share of this $\$ 10$ billion-and-growing market, this is the basket that can hatch the advertising and profit plans for you. Circulation records prove it, readership surveys show it, the greatest advertising linage ever awarded an advertising journal testifies to it: Advertising Age is the one great medium powerful enough to do the job alone!

ABC stotement for six month period ending Dec. 31, 1957, thows average totol paid circulation of 40,429

* Projection is based an multiple readership established by publisher's surver.


## important to important people <br> 200 EAST IHIINOIS STREET CHICAGO II, IHIINOIS

 400 IEXINGTON AVENU: NIW YOEK IY, NEW YOEK$$
\begin{aligned}
& \text { Young \& Rubicanm, nwa. } \\
& \text { Advertising }
\end{aligned}
$$

NEW YORK CHICAGO DETROIT : SAN FRANCISCO LOS ANGELES HOLLYWOOD - MONTREAL - TORONTO


## The commercial you never pay for

When a commercial makes friends, it makes salespeople, too.

Friendliness to start with-in the commercial you do pay for-can win you millions of "commercials" that don't cost you a cent.

Knowing how to put that kind of friendliness into your commercials can make a great deal of the difference between an advertising appropriation which is merely spent-and an advertising appropriation which is invested.

# How to Develop Ideas-by Acquiring and Cultivating Four Major Creative Characteristics 

By Joseph G. Mason Batten, Barton, Durstine \& Osborn Minneapolis
Ideas are vital factors in business survival today. Business, science, and government need all the ideas they can get. But in any type of organization, creativity must come from the top. Top and middle management executives must set the example.
If an executive himself is not a spectacular idea man, he must at least have enough knowledge and understanding of the creative processes that he does not inthe creative processes that he does not in-
advertently block or discourage fresh or advertently block or discourage fresh or
different kinds of thinking within his organization.

- This article covers two areas of creative thinking: the factors affecting creativity in you, as an individual; and some practical operational techniques of deliberate creativity-devices and procedures you can use to prime your imagination when you need ideas.
All studies to determine what makes a person creative point to four principal characteristics:
- Problem sensitivity.
- Idea fluency.
- Originality.
- Flexibility.

Experiments have demonstrated that all four of these can be acquired or developed to some degree in any individual. This to some degree in any individual. This
does not mean, of course, that a person does not mean, of course, that a person
who rates low in using his imaginative who rates low in using his imaginative
faculties can suddenly be turned into a creative ball-of-fire. But he can, through application, learn to do more with what he has. At the same time, the naturally creative person can, through experience, learn to raise his already high creative output even higher.

## Problem Sensitivity

This is basically the ability to recognize that a problem exists; or to be able to cut through misunderstanding, misconception, lack of facts, or other obscuring handicaps, and recognize the real problem.
An example of an initial lack of problem sensitivity occurred during a course in creative thinking being conducted for a major research organization. As a homework exercise, the scientist-students were given six cartoons from magazines and instructed to write new captions for them. One young chemist turned in a particularOne young chemist turned in a particular-
ly good set. After class, the instructor complimented him.
"Thank you," replied the student, "but those were just switches on someone else's ideas. I want to learn to think up new things."

To the instructor, this was the tip-off

> There isn't a person in marketing who can't be better at his job it he improves his ability to develop ideas. To help you improve that ability, here are four approaches, outlined in detail by a member of the staff of Batten, Barton, Durstine \& Osborn, where a great deal of attention has been given to idea-forming techniques.
that the student, who had demonstrated an ability to be imaginative, had not learned to use his imagination to find opportunities for applying ideas. At the next class session, the instructor pointed out opportunities for chemists. Right in the room were the paint on the walls, finishes on furniture, composition ceiling tiles, flooring material, window glass, even the clothing the students were wearing and the textbook materials they were using. All of these represented opportunities for chemical improvements in either basic materials or methods of manufacture. He then gave the students the assignment of bringing in a list of 10 such opportunities the next week.
When, the next week, he asked the young chemist how he had made out on this assignment, he received a self-satisfied smile and the reply: "I've got a couple of ideas that I'm not even going to tell you about- $\mathrm{r}^{\prime} \mathrm{m}$ taking them home to work on myself!"
a Actually, the easiest way to improve your problem sensitivity is simply to keep

in mind that nothing is ever as well done as it could be. Every man-made article, every business operation, every human relations technique can be improved and some day will be. In every situation you encounter as an executive, no matter how many times you have met and handled it before, an opportunity exists to find a better way. If you can once learn to recognize these problems as challenges to your own creative effort, you will be half-way to

Copyright 1957, reprinted from the January, 1958 issue of Nation's Business.

finding creative solutions to such opportunities.

## Idea Fluency

This term simply means that a person can pile up a large number of alternative solutions to a given problem in a given time. The value of this lies in the fact that the more ideas you have, the greater your chances of finding a usable one; the more plentiful your opportunities to get out of the same old ways of doing things.
Idea fluency depends largely upon personal mental habits. It is an attribute that can be developed or improved by nearly every person who will consciously apply himself to it. The theories covering fluency development are simple:
First, remember that it is quantity you are after. Second, don't mix evaluating with your idea gathering. Get your ideas first-worry about whether they are good or not later on.

Devices to aid fluency development are just as simple, but more plentiful. Here are a few of the more common ones. Don't be surprised if you find that you already use one or more of these. Most executives use such techniques from time to time. The value of having them formalized lies in the confidence it gives you to know that these tools exist, that they have a purpose, that you can use them whenever you feel the need of them.

- Make Notes. The use of notebooks, or "think books" or "Idea traps," as they are sometimes called, is almost universal. Nearly every business man carries at least one pocket notebook or some substitute such as $3 \times 5$ index cards or scratch pads. Unfortunately, carrying it is often as far
as he gets. Or, if used, it is merely a recording device for statistics such as names, addresses, or what to tell the serviceman about the car next time it goes in.

Note-making can be a big help in idea producing if the right kinds of notes are made and the right uses made of them. The first useful kind of note to make is one that captures any stray idea. Write it down. You have probably had the experience of "going to sleep on a problem," and waking in the middle of the night with a good idea. It was so obviously good that you knew you would remember it in the morning. But came the dawn and disappointment. The problem was still there, but the idea was gone. Idea men who really mean it keep pencils and pads all over the house and office to capture those stray ideas immediately, before they have a chance to get away.
Record your observations of circumstances: plant operations ... personnel conflicts . . . office procedures ... production problems. Later, when you find yourself with even a few free minutes, you can use such at-the-moment notes as a base for giving the circumstance some thinking time.

- Record your conclusions or opinions on problems you have been thinking about. Frequently, a person spends hours, even days, working on a problem. After reaching some good conclusion (an idea or decision), and acting on it, he puts the problem out of his mind to work on the next one. Later, the first problem may recur in the same or a different form. The man may recall that he had thought that problem through once, but without a record of why he did what he did, chances are he will have to do it all again ... or else take the risk that all conditions are still the same risk that all conditions are still the same
and the same action is still appropriate. and the same action is still appropriate.
The statistical note does, of course, hav a place. You should certainly form the


Pick a time to be creative
$\times \times \times \times \times \times \times \times \times \times \times \times \times \times \times \times \times \times \times \times$
habit of noting anything that may have possibilities for future use to you, however remote those possibilities may seem at the
moment. In this class of notes may be included clippings from newspapers, magazines, books, etc. Psychological tests have established that on information of average interest (i. e., neither slight nor vital), the rate of forgetting is $25 \%$ within the first 24 hours; $85 \%$ within a week. In the face of this, pure memory-substitute notes do make sense.
But along with your note-making system, you will have to develop a note-using system to which you transfer your spur-of-the-moment notations at the earliest opportunity. This can be as simple or as elaborate as the problems you are making notes on. Actual systems used by successful and creative executives range from a simple cigar box (which never fills up because the owner constantly pulls out and uses his ideas) to an elaborately indexed and cross-indexed library of loose-leaf notebooks used by a leading physicist. (He does the filing and indexing himselfclaims he gets the same pleasure and relaxation out of it that other men get out of arranging stamp catalogs.)
Whatever system you devise, remember that the objective is to enable you quickly to gather everything you have seen, read, heard, or experienced on a problem or problem area when you need it. Then, when you have the problem, be sure to use the notes. Frequently, the hardest part of solving a problem is just getting started on it. Your notes can provide a take-off or starting point to get you going. They will help stimulate your imagination as you begin the search for ideas.

- Pick Your Time to Be Creative. Every individual runs on a daily cycle. Each of us has a time during the day or night when he is most capable of creative or imaginative thinking. Conversely, you probably also have a time when you are most capable of cold-blooded analytical thinking. Your personal cycle is something you will have to analyze for yourself. Once you find it, however, set it aside and guard it zealously for ideating-use it for thinking about problems with a view to getting ideas.
In the same vein, you may find that you create best in some special location. If so, try to use that location for creating. It is probably too much to hope that your day-


Set a deadline
$\times \times \times \times \times \times \times \times \times \times \times \times \times \times \times \times \times \times \times$
to-day working schedule can be arranged to let you use both your favorite time and your favorite place for idea collecting, but if you should be fortunate enough to be able to have it this way, by all means do so. You want to give yourself every break in going after ideas.

- Set a Deadline. It is human nature to procrastinate on problems. Yet prolific idea men find they are at their most creative in spurts-they get their best ideas when they really go all out to get them. Sometimes, of course, there is a real and practical deadline to supply the urge to push yourself mentally. But you can also simulate such pressure by setting a deadline for yourself. If you really want to get yourself emotionally involved in meeting that deadline, just tell someone else that you are going to come up with 10 or 20 new ideas at such and such a time. This brings up another good individual spur:
. Give Yourself a Quota. Remember that
the aim of developing fluency is to build up your capacity to generate quantities of ideas, So start shooting for quantity right away. Don't set an impossible task for yourself, but if you can usually think up two or three ways something might be done, try setting a quota of at least five ways. When you can make five, up your quota to 10 . When you get to 10 , try 15 or 20. You shouldn't have to keep this up long before you will notice that, when a problem presents itself, your mind will automatically begin to run through many different ways of handling it.
You will probably find that the quality of your ideas is improving right along with the quantity. This gets back to the basic advantage of idea fluency: If you have a problem, and you have only one idea as to how to solve it, then good, bad, or indifferent, one idea is all you have. If it happens to fail, then you are right back with no ideas. If you have two ideas, chances are one will be better than the other. If you have 20 or 50 or 100 ideas, your biggest problem may then be to decide which is the best.


## Originality

In the problem-solver this assumes many degrees. Ideas can range in value from the completely new abstract math-


## Challenge the obvious

$\times \times \times \times \times \times \times \times \times \times \times \times \times \times \times \times \times \times$ ematical theory down to a way to save 10 cents a day in the mail room. In practical everyday business problem-solving, complete newness, or pure originality, is usually not what is needed. In fact, it may not even be wanted. The originality required of the business executive is more likely to be that of finding new ways to vary existing conditions, or new ways to adapt existing ideas to new conditions, or a new modification of something that will fit in an existing condition. The difference between a great business executive and an ordinary one is often his ability to produce these original variations to meet existing conditions.
The creative attribute of originality can also be developed, or at least simulated, to the point where it meets the requirements of successful business operation. The seof successful is in the systematic use of questions.

- One of the most noticeable characteristics of highly creative people is thcir overwhelming curiosity. These people are always asking themselves, and others: "Why is this made this way?" "Why do we follow this procedure?" "Is this object really necessary?" "How can we improve the way we do this?" Charles Kettering calls it "systematically challenging the obvious."
The person who does not have this questioning ability will probably never be creative. But such a questioning approach to life, or to business operations, is largely a matter of habit. Therefore, it is something that can be learned. Almost every business organization or business executive makes use of checklists in one form or another. Usually, these are just to remind us not to make any mistakes in an accepted procedure. But another form of checklist can also be used to remind us not to forget to be original. This is made up of operational questions that challenge the obvious aspects of a problem. Using such checklists to spur ideas can be the
basis for forming the questioning habit in an executive,
Before going any further on this subject, it should be said that the executive should never forget that his questioning must be done in a positive frame of mind. Too many people use such questions as a way of establishing their presence in an organization. They never go after the an-swers-they just raise the questions. The object of creative questioning is to uncover new possibilities for better ways of doing things. The person who asks a creative question does so with the intention of trying to find the answer himself.
- The best type of checklist is one you make up yourself to fit your own types of problems of a recurring nature. Using such a checklist takes a certain amount of initiative, however. Just a mechanica use of a checklist does not produce originality. The purpose of such questions is to provide challenges to obvious ways of doing things. Therefore, the answers to these questions must be well thought out -even if the final answer is: "No; this is the best we can do right now."
Idea checklists can often be improvised, too. For instance, a sales manager looking for new customers might get real benefit out of just leafing through the yellow pages of a telephone directory with an open mind. An office manager, trying to develop a more efficient utilization of office space, might get some ideas by paging through a trade publication devoted to hotel or kitchen planning. Since you are simply trying to find new or different ways of solving a particular problem, you can never tell when or where you will find an idea you can borrow. The originality may consist of the fact that this has never been used in your particular field before-and if it will solve your problem, settle for that.


## Creative Flexibility

The quality of creative flexibility is largely that of being willing to consider a wide variety of approaches to a problem. This, in turn, is largely a matter of attitude. Rather than obstinately freezing onto one particular idea, or a single approach to a problem, the flexible person starts out by remembering that if one solution won't work, he can always approach the problem from another angle. This is also called "creative expectancy"meaning, the creative person just plain expects to solve the problem, no matter how many failures temporarily delay the solution.
You can't go far on the subject of creative attitudes before running into the mental blocks that restrict or hamper creativity. Dr. James E. Gates, dean of the School of Business Administration, University of Georgia, has summed up these psychological quirks rather succinctly as "the way we feel about things . . . the way we see things . . . the way we think we ought to go about things."

- One quick pencil-and-paper demonstration will probably suffice to show how common mental blocks can hamper you in a search for ideas, Let's consider the way we see things:
Here are two drawings of an objectthe front view and a side view


## $\times \times \times \times \times \times \times \times \times \times \times \times \times \times \times \times \times \times \times$ <br>  <br> Now draw top view

Now, before you read any further, take your pencil and, in one minute, draw the top view of this object.
You will find the top view, and also a cross section view, at the conclusion of this article. Chances are, you have drawn the top as a square or rectangular shape. Or, if you suspected a trap, you may have taken a wild stab at some variation of a straight-sided figure. However, this particular object is a cylinder. The square on the front representation and the notch on the side view, show a small rectangular area milled off the side of the cylinder. Therefore, the top drawing should be a circle.

Why did you try to make a square or straight-sided figure? Because you were probably hampered by a perceptual block. Because two dimensions of the object appeared to be square, your mind immediately short-circuited to make the third dimension square also. Now translate this simple demonstration into a business problem, where two or three known factors are given to you, and you can easily see why it is sometimes difficult to prevent yourself from being forced into an obvious assumption about a third factor that may completely mislead you as to the course of creative action you should take.

* Overcoming such mental blocks to creativity is, again, largely a matter of developing a healthy skepticism about the


Go after ideas
$\times \times \times \times \times \times \times \times \times \times \times \times \times \times \times \times \times \times \times$
obvious. And the necessity to avoid being blocked makes a good case for having a systematic approach to solving problems. As in checklists, the chances are no one method for processing problems is going

to serve every business man's needs.
Again, the best method you can use will probably be one that you make up your self to suit your own types of problems. Therefore, the following method should be considered only as an example of what you might consider developing.

- Define the Problem. If it is large and complex, break it down. It is much easier to handle a series of small problems than one big problem that may be dismaying in its apparent complexity. Be sure that you yourself sufficiently understand the problem before you try to solve it. Try to state it in 10 words or less. Try to state it several different ways. Try to explain it to someone completely unfamiliar with it. Such devices can help clarify your own thinking.

New York is an ocean liner. New York is a suburban train. New York is $\mathbf{5}$ million families growing, wanting, needing, buying. New York is The New York Times. New Yorkers live by it. It serves them with the most news. It sells them with the most advertising.

relationships of the facts with a view as to how they will affect the value of any solutions you arrive at. You can't know too much about the background of a real problem when you have the job of solving it, but resign yourself-no one ever has all the facts. Sometimes just a good, thorough study of facts will make the problem solution apparent. If so, you can then forget the rest of these steps. But if, after studying the background and conditions of your problem you still don't see a solution, then

- Go After Ideas-but lots of ideas-all you and anyone you can get to help can think up. It is characteristic of any kind of problem susceptible to creative solution that there are many feasible solutions. The only guarantee you have that you will eventually pick the best solution to a problem is by making sure that you have thought of every possible solution. This is where idea fluency pays off. It is in this stage of the problem-solving that you use the various spurs and idea-starting mechanisms already outlined. And remember, don't at this stage let evaluation interfere with your idea collecting.
- Use Incubation. If you have labored over a problem, and haven't as yet found a satisfactory solution, you run the risk of frustration. The best thing to do then is to get away from the problem-let up on your mind. Your conscious mind is only a small part of the mental powers at your disposal. Back in the memory cells of your mind may be dozens of facts and associations that you have completely forgotten about, and so haven't brought them into use on your particular problem. But they are still there in the subconscious. If you can just give them a chance, they may help you find the solution to your present problem.
Incubation is commonly referred to as "sleeping on the problem." In actual practice, however, it may be just a matter of breaking away from your desk to take a walk to the water cooler, or timing yourself so that you can knock off your concentration to go to lunch.
- Evaluate Your Ideas, No collection of ideas, by itself, is worth anything until something is done with them. This means that plenty of cold-blooded judicial thinking has to be exercised and some decisions made. If you follow the procedure of starting with a quantity of ideas, it is probably best to do the evaluating in two stages: first, screen the ideas roughly for "possibles," "probables," and outright "impossibles." Then, tighten up your evaluation on the probables and possibles. There is also plenty of room for imagination in this decision-making phase. Often a seemingly impossible idea may be susceptible

to a switch to make it usable. Asking creative questions about bad ideas can often develop new ideas or approaches that will be usable.
A final word on evaluating: You must learn to be objective. Too often, a person with a problem will go through all the motions of being organized and methodical in orienting the problem, gathering
his facts, collecting literally dozens of ideas, and then will throw all the previous work out the window by adopting the idea he favored in the first place simply because he couldn't maintain his objectivity to the end.
Everything mentioned so far has concerned itself with what the executive can do to promote his own creativity. But no executive operates in a vacuum. A good executive realizes that he must operate through other people. In trying to inspire other people to be more imaginative or more creative, there are a few factors you will have to cope with. Recognizing that these exist is really the key to overcoming them, because an understanding of the situation will help you in planning your approach.
Here are a few of the things that keep the average person from being creative:
- Natural Resistance to Change. People get in a rut. They like the ruts they are in because they know them so well.
- Laziness. Getting out of a rut requires effort. Creative thinking entails the hardest kind of mental effort. Unless there is some great insentive, and money is often not enough, people prefer the status quo. Life is so much simpler that way.
- Lack of Confidence. This comes from a lack of experience. The organized effor


The object is a cylinder
to promote more creativity is a relatively new force in our culture. You may as well assume that, up to now, no one has ever tried to encourage your workers to use their imaginations; no one has ever made them conscious of ideas, or what ideas are, or how to go about having them. You have the job of developing the confidence if you want the creativity.

- Fear of Ridicule. This is ingrained in most people through having, at some time in the past, had their ideas laughed at or ignored. It is still common practice today to criticize or laugh at unusual or different ideas before we have taken the time really to think about them and determine whether they are good or not. The executive who wants more ideas from his organization first has to create the atmosphere of encouragement and appreciation of creativity-the climate of safety-the freedom to fail.
No executive can inspire creativity if his own attitude toward it is skeptical.
- The creative atmosphere cannot be accomplished through a complete organizacomplished through a complete organiza-
tion overnight-no matter how sold or tion overnight-no matter how sold or
willing the management. This is even more so in the case of a company that may not have been paying too much attention to workers and their ideas in the past. But one thing we do know: Creativity must come from the top.

It could easily be that the road to success, fame, and fortune for an aspiring executive will be that he has used his own imagination to analyze, develop, and solve the problem of infusing his company with the necessity and the means of getting all-out, imaginative, creative thinking from everyone. *

The Creative Man's Corner . . .


Serious, Pleasantly Disarming


If the purpose of advertising is to present usable information, which we happen to believe it is, then this Polaroid ad merits a large measure of commendation. For it presents its information in a serious, yet pleasantly disarming way. There is no raucous headline, bellowing for attention. There is no buttonholing signature. Instead, a magnificently sharp and detailed photograph is presented-at which anyone interested in fine photography will inevitably stop to look and inspect and admire and wonder how it was done.
What better preparation for a sale?
Now, with commendable brevity, the copy tells the full story-all your aroused curiosity needs to know to stimulate your acquisitive instinct. "You are looking," it says, "at an enlargement of an actual 60 -second Polaroid Land picture. It was taken with the remarkable new panchromatic Polaroid Land film. Notice the critical sharpness, especially around the clown's chin, and the over-all delicacy of tone. Today's Polaroid Land camera not only gives you finished pictures in 60 seconds-but pictures of astonishing quality. You can own a Polaroid Land camera for as little as $\$ 72.75$, or $\$ 1.50$ a week."
Only gratuitous adjective we can find-and deplore-is "remarkable." Yet, looking at the fineness of detail, we can forgive the advertiser for trying to put words in our mouth.

This is excellent advertising-which accomplishes its job without blatancy or overstatement and in a manner calculated to attract anyone interested in good photography. \#

## Looking at Radio and Television . . .

## Morals to be Drawn from FCC Probe

By The Eye and Ear Man
The current investigation of the FCC commissioners, which started out to determine whether there was undue influence exerted by the executive branch in the issuing of valuable television licenses, has stirred up a good deal of attention and self-examination because of the veer it has taken toward personal ethics and conflict of interests.
Every executive in advertising-especially electronics-has at one time or another accepted favors from a supplier. These have taken the form, in the mildest sense, of free dinners, lunches, or cocktails with the "little woman" tagging along for a free show.

In their extreme they have been known to take the form of expensive gifts as lavish as a car, cases of scotch, trips, cash "loans," boats, etc. It is even reliably reported that several talent agents have been known to cement a friendship by supplying a form of entertainment that is even more basic and fundamental than any of the above.

- The fact is that, in moderation, this subtle form of reward or subornation is an accepted practice and it takes a nimble dodger to avoid any contact with it. It is hard, for example, to return a Christmas gift of a case of scotch with a "no thanks note" ${ }^{\text {n }}$ it is complicated physically and

The NEW GENERATION means buying power


The new generation means NEW BUYING POWER

Reader Family Buying Power (Starch)

| Home Ownership |  |
| :---: | :---: |
| BOYS' LIFE . . | 71.4\% |
| AMERICAN HOME. | 76.3 |
| MC CALL'S | 72.5 |
| LADIES' HOME JOURNAL | 70.7 |
| LIFE. | 68.9 |
| GOOD HOUSEKEEPING. | 68.8 |
| SATURDAY EVENING POST | 68.0 |
| PARENTS' Magazine . . | 63.7 |

And there are more new buyers with more new buying power packed into BOYS' LIFE than you'll find in any ad medium today...

Home Improvement
(painted or redecorated in last 12 months)
Bors' LIFE .
48.6\%

WOMAN'S DAY
45.8
better homes \& gardens
43.0

AMERICAN HOME $\quad 40.6$
hOUSEHOLD
406
LIVING FOR YOUNG
40.6
hOMEMAKERS
40.3

PARENTS' Magazine
40.2

GOOD HOUSEKEEPING . . . . 38.1


## $1,700,000$ 쁠

[^1]mechanically and it is somewhat rude. The skill is in minimizing the practice and scrupulously avoiding any prejudice to enter into decisions affecting a vendor who has become a friend-with or witheiri gifts. This art has been fortunately acquired by most radio and television executives.

One of the easiest ways for companies to avoid any temptation is to provide adequate salaries and expense accounts for employes. For example, while it is ungentlemanly and stupid to oppose any economy on the part of the government, there is little question that an allowance for government business (so skimpy that no first class hotel has a room as cheap as the daily allowance) can only lead to acceptance of gratuities in some other form.

- It is also a perfectly normal reaction for a man taking a business trip that extends over a period of days or weeks to take his wife along. Chances are that this simple act will keep him from excessive dissipation and will make a better worker out of him. Yet few companies recognize this sociological and philosophical value.
It is also evident that sending a poorly paid man to make decisions involving millions of dollars' worth of profit can only lead to trouble. This is true in the FCC as well as other branches of government. Anyone who is doing well and has had his income tax examined by a civil service inspector is instantly aware of this lack of understanding.
Everybody in the advertising business would be wise to take a lesson from the grisly publicity of the investigation of a poor government employe and look forward to the same kind of investigation of the advertising business some day in the same light.
- A few rules should take care of the problem:

1. Don't accept any gifts of any kind of

From an Art Director's Viewpoint

## The Whole Story at a Glance

By Andy Armstrong
Before jumping on this ad, let's go up to the attic and unroll that dog-eared manifesto about 24 -sheets. (That means billboards, those things along the highway, if any of the laity have wandered in. Not
those green thingsthose are called "trees," Those big signs. Those, well, you know, uh, 24sheets.)
Anyhow, this manifesto in the attic says you gotta have a clear silhouette. The tourist is going 40 miles an hour and he's got a dirty windshield. You can't give him a lot to figure out in a picture. On a billboard, you gotta give him a clear silhouette. You gotta give him the whole story at a glance. Only way you can do that is give him a clear silhouette.
a Well, today I'm not driving. I'm not going 40 miles an hour, and even if I could slow down that much, my friendly old station attendant would have given my friendly old windshield a friendly old wipe when he tried to sell me that friendly old $\$ 20$ complete winterizing and tuneup.
I'm not driving. I'm sitting here looking at the picture magazine the oh-so-kind stewardess gave me and my name is Gretchen Oberholzer and I got on at Templehof and I have long yellow curls and I'm 14 and mine brudder has der seat next to der window and my ears are ringing


Andy Armatrong
more than $\$ 5$ value.
2. When entertained by a vendor, limit the lavishness of the entertainment and occasionally pick up a check.
3. Make it a point to warn vendors offering extravagant gifts that you will have to be biased against them if they persist. 4. Encourage group decisions so that even friendships cannot be construed as favoritism.
5. Remember that every favor you ac cept is going to involve a demand for a favor in return.
6. Better to fight your own company for an adequate expense account and salary than to defend your reputation for having accepted the equivalent from outsiders.
7. Marry a rich woman and take her along on business trips at her expense.

To the U. S. government, the investigation should teach a lesson. The FCC has become such an important body in licensing stations which may easily lead to fortunes, that adequately paid, qualified experts should be hired as commissioners. They should have expense accounts equivalent to the industry they rule. It is entirely possible that a management survey will show that the function of the FCC should be divided into several sections for efficiency and proper staffing.

- To advertising men, the probe should make it apparent that every man's life is sooner or later an open book to be scrutinized closely by friend and foe. It is wise to examine every act in this light. If the test of "what I do at this time will be testified to in court" is applied to each act daily, there will be no problem as to what can or can not be considered right. The advertising business is viewed skeptically by clients and by outsiders. The reputation for lavish living coupled with little real value to society persists without regard to its truth. Each act of an adman should avoid perpetuating this myth. \#
from der altitude. So soon we will at Idlewild put down the wheels and bump there will be my dear Aunt whooom I have never seen and who can speak English but I can't. Not one word of English can I speak. But I will show her this picture and she will buy me a green bottle like I see here and I will march straight off to the ladies' washroom in the terminal and wash my long yellow curls with the stuff in the green bottle, and boyohboy that stuff in the green bottle must make your scalp feel nice, no?

Yes. Like I say, you gotta have a clear silhouette, \#


Nothing does it like Seven-Up

Looking at the Retail Ads


## By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)
The ads today are for a Plymouth and a man's suit. We might have used an ad for any of a dozen cars, or any of many other products offered by great stores. Today, most advertising seems to have come out of a single spin-bucket, wherein a bunch of glittering generalities and claims are spun with product names and an ad issues forth. There seems to be some sort of tacit agreement, however, that each company will be permitted the exclusive use of a few phrases. No one but Chrysler uses the Forward Look, for instance-and only Ford uses Nothing Newer in the World. Aside from a few perfunctory differences, the stuff is pretty much the same. Long on glib generality, short on honest, earnest, service-rendering sell.
In Civil War history, particularly as regards earlier battles of the war, we seem to read again and again of an army thathaving driven its foe from a given posi-tion-thereupon stopped and considered its victory won. Too rarely did such a "victorious" army press forward past the gained position with a view of making victory complete and worth all possible.

- In "Divided We Fought," a Confederate soldier typically tells of abandoning Bloody Lane, saying: "Oh, how I ran! the enemy having taken our position appeared to think they had performed wonders, for instead of pursuing us and shooting us down, they began to give reg-
ular methodical cheers, as if they had gained a game of baseball.
Isn't that what occurs with much of today's advertising? Like the inexperienced and amateur armies, not inured to the terrible finalities and necessary perpetual pressures of war, a great many advertising programs, national and retail, are thought sufficiently prosecuted simply by the placing of good looking ads in media-upon which the "self-cheering" commences. But experienced sales campaigners who have been through depressions and have learned that advertising and marketing are economic war, wish to press their advantages to the fullest limits. The act of advertising, of placing ads, is not enough for them. They keep asking as they press forward: "How far can we carry this selling effort? How much more can we accomplish? How much more can this program advance our cause? How much more 'sell' can this ad achieve?"
- There is virtue in doing any selling whatever, of course. But the superficial character of much advertising today suggests that far more people are concerned with creating impressions than making sales.
It is rather interesting, I think, that in all the matter I have read on motivation research, I have found no researcher coming up with the fact that one reason people are motivated to buy is because of highly effective, vigorous, intelligent selling effort, persistently applied. It will be a great day when someone in modern advertising research discovers this. \#


## On the Merchandising Front .

## What Do Chain Store Figures Tell Us?

By E, B. Weiss
Various compilations are available giving chain store volume in the different retail fields-food, drug, variety, etc. Moreover, stockholder reports are available in connection with those chains whose

E. B. Weiss
(Somewhat available in more information may be
too, truly significant data tend to be lacking.)

However, since annual reports will vary in content chain by chain, suppose we confine ourselves to the regularly-published reports on chain store sales. They tend to be more uniform. Generally, these reports will give-month by month and year by year-total dollar volume and number of stores.

- Accordingly, we find that, among the variety chains, 1956-1957 figures for Woolworth and Grant's showed that:

1. Woolworth rolled up a total volume for 1057 of $\$ 823,713,000$. This represented a gain of $2.2 \%$ over the comparable figure for 1956. In 1957 Woolworth had 2,114 stores-in 1956 Woolworth had 2,095 stores. This was a gain of a bit less than

## "Advertising Age is must reading for us..."

 says HOWARD H. McCULLYVice-President
Morton Frozen Foods, Inc.

"Advertising Age is must reading for both the writer

HOWARD H. MCCULLY
Mr. McCully received his degree from Washington University's school of business administration in St. Louis, Mo. His first employment took him to the Kroger Co. 25 years ago, with aspirations of gaining merchandising experience which would eventually lead him to the advertising agency business.
He was advertising manager, sales promotion manager and sales manager of the Oleomargarine division of Durkee's Famous Foods during his five years with the central division in Chicago. From here, Mr. McCully moved to New York and the American Home Foods Co. as division sales manager. He also held the titles of sales comptroller, assistant to the president, eastern regional manager and then middle western regional manager during the years 1943-48.

At Minute Maid Corporation, he was sales manager for four years and in 1953, he joined Morton Frozen Foods as vice-president in charge of marketing.
Mr . McCully's interest in the development of frozen food merchandising has absorbed his time and effort to the point where he never did get around to the agency business as previously contemplated.
and our sales promotion department. I look forward to my reading of Advertising Age, not only for information as to what is going on, but also as
a source of ideas that we can use in our selling and merchandising program."

[^2]
$1 \%$ in number of stores.
2. Grant's turned in a $\$ 405,236,000$ volume in 1957. That represented a gain of $6.7 \%$ over 1956. In 1957 Grant had 692 stores; in 1956 this chain had 629 stores. The gain in store units was almost $10 \%$.

- So Woolworth showed a $2.2 \%$ gain in volume with an under $1 \%$ gain in number of stores. W. T. Grant showed a $\mathbf{6 . 7 \%}$ gain on volume with a $10 \%$ jump in stores.
Does this mean that Woolworth is turning in a better performance than Grant? Of course not.
Actually, the figures don't mean a blessed thing.
- There are at least three fundamental profit factors that must be weighed in order even to begin to approach an understanding of the relative astuteness with which a retail chain business is being run -at least three, and before arriving at a final determination other key factors would also have to be studied. These three fundamental profit factors in chain retailing include:

1. Return on inventory investment-return on total investment.
2. Inventory turnover.

These would be meaningful statistics. Provide such statistics, to continue our example, for Woolworth and Grant, and one would be making some progress in analyzing the relative performance of these two great chains. Provide such figures for all of the major variety chains, and a good start at a comparison could be made between them. Provide such figures for each of the chains in each of the major chain classifications-drug, food, variety, shoes, apparel, hardware, appliance, etc.-and progress would be made in arriving at a comparison between the various groups.
But simply to give total dollar volume and total number of stores can even be misleading. Let's return again to our example: Woolworth added less than $1 \%$ in total units in 1957; Grant added almost $10 \%$. How many stores did each close? How many new stores did each add? (These figures are probably available in the annual reports of these two chains, but not in the typical tables to which I am referring.)

Okay; suppose we find out how many new store units were added by both Woolworth and Grant and how many each closed. How revealing is this bit of information? In reality, it is as revealing as a chemise dress! The significant figure here would be the total number of square eet of selling space each of these two chains wound up with in 1957 as compared with 1956-plus a comparison of dollar volume per square foot of selling area for the two years. Then we might at least deermine whether either-or both-of these chains is showing a healthy gain in dollar volume per square foot. (We could then also compare these figures with the similar figures of Korvette's and Masters, plus comparative figures on investment return and turnover. Such a comparison would be revealing indeed!)

- I would be curious to see other statistics concerning the great chains. Such figures as their obsolescence charges-wanted be cause there is reason to believe that the obsolescence rates of some of the chains have hardly kept pace with the astounding step-up in the rapidity with which stores as a whole, fixtures, etc., are now becoming obsolescent. Such figures as the average sale ticket-broken down by "A" store units, "B" store units, etc.-are wanted because there is reason to believe that the average ticket has not kept pace with the multiplication in inventory classification with the upping of price lines, with larger floor areas. Such figures as the number of store units showing declining net profit percentages; the number of store units showing losses; the relative profit performance of stores opened in 1956-1957 as compared with older stores-wanted among other reasons, because there is reason to believe that some of the newer shopping center locations have fallen far short of planned figures.
I could go on, but the only point I am making here is that anyone who simply takes chain store annual volume figure plus number of store figures and attempts to arrive at any significant deductions from these two sets of statistics is at tempting the impossible. Those who compile these figures may very well remark that any darn food knows this. Perhaps so -then why publish these figures at all? \#


## Salesense In Advertising

## Corporate Names in Headlines Sometimes Have Strong Benefit Appeal

 tention that headlines are most effective when they appeal to the reader's selfinterest. But I believe there are times when the name of the maker of the advertised product has great appeal as a consumer benefit.
yOU CAN BE SURE'-Westinghouse is a corporate and brand name well known to all America. The headline carries a large claim that may challenge the reader's credulity. "Westinghouse" in the headline increases its believability.

tite leads-Millions of people have high regard and even affection for Reader's Digest. Hence $I$ believe this advertiser was most wise when he played up Reader's Digest dominantly in his headline. A big book for $10 ¢$ borders on being an almost incredible offer. But the reader believes it
because the Digest says it's true.
Readers want to believe that the adverReaders want to believe that the adver-
tised product will deliver in full the promised benefits. They want to be convinced that the product is expertly made of quality materials and represents the last word in this wondrous age of scientific achievement. This is especially true, I think, with reference to major products that cost a lot of money: automatic washers and dryers, refrigerators, tv sets, automobiles, and the like.
Relatively, I suspect, the consumer has little interest in the corporate names of the companies which make such minor products as Life Savers, Seven-Up, Wrigley's gum, Ac'cent, Adolph's Meat Tenderizer, Jell-O, Baby Ruth bars, Cracker Jack, and so on. Indeed, I have a notion, with no research facts to support it, that the smoker doesn't care a hoot whether a given cigaret-Winston, say-is made by American Tobacco Co., Liggett \& Myers, Brown


NAME NOT PLAYED UP-Despite the tremendous prestige of the Du Pont name it is included in neither of this ad's two headlines. In view of John Caples' experiences, $I$ believe that in a test, this page would come out second-best, as against a page that played up the $\mathrm{D} u$ Pont name.
\& Williamson, or the Smith \& Jones Tobacco Co.
But when the product is costly and of major importance-and when the company name is well known and respectedwe have a different situation. John Caples, in his splendid book, "Making Ads Pay" (Harper's), supports this point of view. I


Promise is featured-The corporate name of the maker of Super Rayon (American Viscose Corp.) is not included in this headline. All the emphasis is concentrated on the promised benefit: "far superior ride, safety, wear." I may be wrong, but 1 do not believe that the name of this corporation is a familiar one to the American public. For this reason the copywriter may have decided not to include it in the headline.


NEW FROM GENERAL ELEOTRIO THE ROTIBSERIE OVEN


NAME is A PLUS-If this rotisserie oven were made by the Jukes Electric Co. of Podunk, it would have hard sledding in the market place. The fact that it is a product of General Electric is a tremendous plus in its favor. Tests by John Caples have proved that "GE" in headlines increases their pulling power.
find these observations in his book
"Here are the headlines of two ads for General Electric bulbs. These ads were tested by running them in newspapers. Can you guess the winner:

1. Why GE Bulbs Give More Light This
2. How to Get More Light at No Extra

## "I have shown these ads," continues Mr.

 Caples, "on lantern slides at ad classes at Columbia and at New York University. I have asked students to vote their preference regarding these ads by raising hands. Headline No. 2, 'How to get more light at no extra cost,' usually gets the most votes. Yet when these ads were tested by including a booklet offer and by running the ads in newspapers in three cities, the other headline was the winner in all three cities.'- Mr. Caples' explanation? This: "I think the principal qualities which the winning headline has that are not present in the losing headline are the famous initials


Every field has one leader. Among sportsmen's magazines it's Sports Afield. Sports Afield guarantees the biggest circulation in its field $-950,000-$ at the lowest rate per page per thousand. Add that to the superior quality of its circulation - the spending-est group of men ever, whether for
the sport they enjoy best or for everyday living - and you have a standout showcase for your campaign. Remember you're always on solid ground when you pick the leader -
SPORTS AFIELD
where you reach men best for everything they need
A Hearst Key Magazine - 959 Eighth Avenue - New York 19, N. Y.
'GE' and the words 'this year.' We have found in a number of tests that names of famous companies such as GE and Du Pont help headlines pull better."

- Note the Du Pont safety glass page shown here. I believe the headline would be more interesting and credible if it in some fashion had included "Du Pont." On the other hand, I wonder if the Super Rayon ad would be stronger if "American Viscose Corporation" had been included in the headline; I don't know. Only careful tests would resolve this question. The refrigerator page, in my opinion, is entirely right in including "Westinghouse" in the headline; it must be true when Westing-
house says it. Ditto for the Reader's Digest color page. The prestige of the Digest is tremendous, and it would have been a great mistake not to have included the name of this famous magazine in the headline.
It is impossible, I think, to spell out a general rule resolving this question. Each case must be decided on its merits. But I do agree with John Caples that, when a corporate and/or brand name is famous and widely respected, it is often a wise procedure to include it in headline. Headlines that promise self-interest benefits are more credible when they are made by companies which the public holds in high regard. \#

Mail Order and Direct Mail Advertising . . .

## What Publications to Use for N -il Order Ads

## By Elon G. Borton

"We are starting some mail order advertising and plan to run some printed ads? How can we know which publications to use?" asks a reader
You can't know for sure without testing.
But there are certain general guides which will help. In my own experience there were three which I used and I knew other mail order advertising men who used them men
also.


1. The advertising rate of the publicaElon G. Borton . Depending on the special conditions of your product-price, terms, pulling power, etc.-there is usually a maximum rate beyond which your ads are unlikely to be profitable. In my earlier days at LaSalle Extension University this maximum rate for us was $\$ 2.50$ per page per thousand-obviously with inflation and higher costs it would be higher now

- It does not necessarily follow that a low rate means profitable results. I have known a $\$ 2.50$ rate magazine to pull more profitable results than a 35 c rate publication. But rates are one guide and not the most important one to watch

2. The readership atmosphere of the
publication. A fishing or hunting magazine is not a good medium for advertisements of women's clothes, nor is a law journal for do-it-yourself articles. Thein readers are thinking of very different things and your ad is likely to be wasted. You want a publication whose readers are in a sympathetic, interested mood for your product.
This editorial-readership atmosphere is very easy to recognize in some publications and quite difficult in others. Thus a woman's magazine is logical for household items, and a garden publication for garden items. A general magazine which seems to have no identifiable mood or class of readership may be just right for some product of universal use and appeal.

- Every publication and every broadcasting station has a character and tone all its own and the mail order man watches for this and the fitness of his product for it.

3. Does the medium carry much mail order advertising of a product simila, to yours? This is the surest test for the mail order expert. He knows that a group of mail order ads of products competing with his is likely to be the best location for his ads. There is a ready readership accustomed to reading and answering ads -an audience conditioned for him.

Conversely, the mail order expert usually shies away from a medium which carries no mail order ads. Experience has taught him to be afraid of it. =

## What They Were Saying 25 Years Ago ...

Edgar A. Kobak, president of the Advertising Federation of America, speaking at a meeting of the Chicago Advertising Councll (AA, March 4, 1933):
"The advertiser has begun to ask for the order in his copy. There has been a change in copy appeal, with a more direct sales punch than formerly."
Slogan in Redbook advertisement (AA, Feb. 18, 1933):
"The shadow of a man stands behina every woman who buys."
Chester Lang, director of publicity, General Electric Co., speaking before the Chicago Advertising Counell (AA, March 11, 1933):
"Why should we exaggerate wh en the truth is so wonderful?"

Headline in the March 11, 1933 issue of Advertising Age:
"56 Per Cent of U. S. Homes Have Radios."

A release from the Chamber of Commerce of Milwaukee (AA, March 13, 1933):
"Beer will reduce by $75 \%$ the number of persons now receiving relief. It will result in the direct employment of 6,100 persons and indirect work for 21,250 . It will produce a revenue of at least $\$ 65,-$ 000,000 the first year and provide annual revenue of $\$ 40,000,000$ from payrolls, transportation, etc. About $\$ 15,000,000$ will be paid to the government in taxes, and about $\$ 6,000,000$ to farmers by Milwaukee alone." =

## DRAWTHINKS ty Pman <br> The COPYWRITER'S Art Course

## The Ideal Consumer... an exercise for you

As visualized from the Jain. 27 issue of Advertising Age

The Ideal Consumer of liquor (Page 3, Column 3) will respond to advertising assurances of quality and reputation of product and company, designed to batter down his guilt-sin complex about liquor drinking.
As an Ideal Consumer (Page 3, Column 4), the American woman will begin to consider beer as a household staple (as the French think of wine), to improve the psychic health of her whole family during the dinner hour. Whereas, the Puerto Rican Ideal (Page 3, Column 4) is a person who will be happy about the rum people having a code of ethics to keep rum advertising away from the eyes \& ears of the youngsters.
The Ideal Consumer is an individual (Page 3, Column 5). He is not an average or "mass" man.
If our subject should not be actively hostile to advertising, then -he cannot be an intellectual (Page 38, Column 5).

Economic and cultural factors conribute as much to the individual's conflicts as do sexual problems (Page 44, Column 4). Ideal Consumer who wants a convertible may simply love open air driving with family, is not necessarily thinking of taking a mistress (Column 5).
Eyepatch and white horse type ad will not appeal to post-Sputnik readers (Page 66, Column 4). Consumers are at a level of taste that is "more intelligent, more informed, more logical, more willing to take interest in the new" (Column 5).
To sell automobiles, the Ideal Consumer is a woman (Page 78, Column 2), who will pay attention to "You only live once" theme (Column 3). On the same page in Column 5, point 10, the consumer wants to be spoken to as an individual, wants to be recognized and respected, wants his personal needs and tastes satisfied.
Regardless of your agreement or cheagreement with the implied characteristics, and simply as an exercise, try to develop visual ideas appropriate to ads, posters or total campaign themes for any or all of the above. Apply to fictitious product, where none are specified. Use the space for thumbnail sketches and/or notes, sticking strictly to these out-of-context summaries, or to your interpretation of the more complete stories in AA, Jan. 27.

ILLUSTRATE THIS COLUMN YOURSELF The IDEA's the thing: CUTIT OUT ANDSENDITIN.

Next Lesson: "Communicating Your Idea"
Coming: "Backbones for Copywriters"
PICTURE OF IDEAL CONSUMER: He does not mind that he cannot close his new $\$ 900$ electionic garage. door because of his new 1958

## car

 fenders

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$\qquad$
$\qquad$

Bakers Must Market Superior Product to Keep Profits: Hill

New Orleans, Feb. 25-Inde pendent bakers must produce much better bakery goods if they expect to maintain adequate profits, according to Ivan Hill, exec vp of Cunningham \& Walsh, Chicago. If there are no real ingredient and taste differences between your breads and other breads; and if your advertising has not created a measurable psychological difference, your future in the baking business may not be profitable," Mr. Hill said. He spoke at the annual convention of the Tri-State Bakers' Assn. here.
Pointing out that many grocery chains and supermarkets carry their own brands of bread and bakery goods, Mr. Hill asked his audience why such stores put in an advertised or service brand of bread. "I think the answer is brief-only if they stand to lose customers or sales if they don't," he said.

- Mr. Hill asked his audience why a consumer will pay more for a loaf of advertised bread when she can buy the chain's own brand for several cents less.
"There is one simple reason why a customer should," he said. "If the service brand of bread has been well advertised, well packaged and well displayed, the consumer will believe the advertised brand is better for her; and because of her belief in the product, it will actually taste better and give her more satisfaction in serving it to her family and guests."
Mr. Hill said he felt that in the short run, it is likely to be more profitable for a wholesale baker to have the price difference narrow between his brand and the chain's brand. But in the long run, he said, it may prove much wiser to have the margin of difference wider. \#


## Birdsall Heads S.F. Otfice

Frank A. Birdsall, who recently joined Gotham-Vladimir Advertising, New York, as a vp, has been appointed manager of the agency's has Fran in international Birdsali has been in international advertising for 20 years. He will supervise the international advertising acnia, Friden Calculating Machine nia, Friden Swiss Colony Wine Co Co., Italian Swiss Colony Wine Co. and Avoset Co.

O'Brien Expands Agency
O'Brien Advertising Ltd., Vancouver, B. C., has opened offices in Montreal, Winnipeg and Saskatoon. The agency also has an office in Ottawa. Locations of the new offices are Dominion Square Bldg., Montreal; 223 Curry Bldg., Winnipeg; and 107 Marigold Bldg., Saskatoon. Supervisor of the eastern operation is H. P. (Bing) Kelley, with headquarters in Ottawa.
Berberich to Schenlab
Norbert G. Berberich, formerly with Blair Laboratories Inc., has joined Schenlab Pharmaceuticals Inc., New York, as assistant advertising manager.


Evereft does if!

Armco, National Supply Merge Ketchum, MacLeod \& Grove, trical Engineering, Engineering Design, published by the Benwil Armco Steel Corp., Middletown. Pittsburgh, is the National Supply News Record, Industrial \& Engi- Publishing Corp., West Newton, O., and National Supply Co., Pitts- agency. burgh, plan to merge effective April 30. The plan provides Bendix Opens '58 Ad Push for transfer of National Supply's assets to a new subsidiary prior to the merger, after which vertising has launched its 1958 ad-
 will be conducted in that name in Business. Weer. Will appear Donald E. Murray has bamed a space representative for division of Monsanto Chemical Co. with substantially the same per- American and the national edition Ceramic Bulletin, published by the St. Louis. He formerly was direconnel. N. W. Ayer \& Son, Phila- of Wall Street Journal. Trade pub- American Ceramic Society, Co- tor of business research for the didelphia, is the Armeo agency; lications to be used include Elec- lumbus, O., and Electromechanical vision.

28,000 industrial purchasing agents will read, study, and re-read the May 12 edition of PURCHASING Magazine because VALUE ANALYSIS offers them the most scientific tool available to reduce company costs . . . the Number One objective of management in today's "profit squeeze" economy. There's a big opportunity here for you.

Your advertisement in the May 12 issue of Purchasing will get extra circulation, extra readership, special positioningall at no extra cost.

Ask your Purchasing representative about the special insert offer-5000 free reprints of inserts printed by us and run in the May 12 Value Analysis In Action edition.

## PURCHASING Mapyier



See page 74

## NOW!...A NEW DISCOUNT

In The South Bend Tribune

$\square$

Now advertisers can enjoy a $22 \%$ discount in completely covering one of the Nation's richest markets. Whes you run a minimum schedule of thirteen $1 / 2$ pages (or the equivalent lineage, 6500 lines, with fewer in. sertions) in the South Bend (Ind.) Tribune Sunday Magazine, you may earn an additional $17 \%$ discount by ruaning a schedule of comparable pace in the daily Tribune at its regular r.o.p. rate. This brings the total discount to $22 \%$ in the magazine section - or $27 \%$ if the 26 -time rate is used. Write for complete details on this money-saving ptan-or ask your Story. Brooks \& Finley man.


## Coming Conventions

## -Indicates first listing in this colum

 March 3-4. New England NewspapeAdvertising ${ }^{\text {Ex }}$. meeting, University Club, Boston March 9-16. Assn. of Railroad Advertis ing Managers, Mayflower Hotel, Wash ington, D. C.
March 11-12. Packaging Assn ' of Can ada, National Packaging Conference, firsi Canadian package research forum, King Edward Hotel, Toronto.
Hions, annual eastern conference, Hotea Roosevelt, New York.
April 6-11. National Federation of Advertising Agencies, annual convention,
Del Monte Lodge, Pebble Beach. Cal April 14. Ohio Valley Industrial Advertising Conference, Cincinnati.
April 16-17. Point-ot-Purchase Adverlising Institute, Hotel Sheraton-Astor, April 17.
nual ad. University of Michigan, 3 th by the departments of journalism and art and the achool of business administraion, in Ann Arbor

## It's not how big you are

-but where you are going that counts at BBDO*

Over the years BBDO's greatest growth has come from the growth of its clients

April 18-19. Advertising Federation of America, 8 th District, Advertising a April 23-24. American Newspaper PubApril 28-24. American Newspaper Pub Astoria, New York.
April 24-26. Advertising Federation of America, th District, The Moridian Tampa.
tising Agencien, annual meeting. The Greenbrier, White Sulphur Springs, W April 24-27. American Women in Radio and Television, national convention, Fairmont Hotel, San Francisco. April 27-May 1. National Asan. of
Broadcasters, Biltmore and Statler Hotels Los Angeles. April 30-May 2. Sales Promotion Executives Assn., first national convention May 1-3. Advertising Federation America, sth District convention, Mansfield, O.
May 4-7. National Newspaper Prome ion Assn., national convention, PennSheraton Hotel, Pittsburgh.

- May Sulphur Springs, W. Va. Canadian Adver tisers, annual meetio Royal York Hotel, Toronto.
May 8. May 8. Agricultural Prese Asmn. of CanMay Royal York Hotel, Toronto. Asan., annual Public Utilitien Advertising Hotel, Pittsburgh
May 8-9. Business Newspapers Assn of Canada and affiliated groups, annual meeting, Royal York Hotel, Toronto.
May 13-14. Chicago Tribune Forum on Distribution and Advertising, ninth an May 15-16. International Advertisins Assin., annual convention, Hotel Roose velt, New York.
Maty 19-21. Sales promotion division of Iy National Ill Merchants Assn. (formerly National Retail Dry Goods Acsn.), annual convention, Paimer House, Chicago.
May $25-28$. Associated Business Publications, spring conference, The Homestead. Hot Springs, Va.
May 25-29. National Businesu Publica tions, annual spring meeting, Grove Park Inn, Asheville, N. C.
May
26-30. American Assn., national packaging exposition, New York Coliseum. Industrial Advertiseri Assn., annual convention, Chase-Park Plaza Hotel, St. Louis.
June 8 -11. Advertising Federation of America, Bth annual convention, HiltonSune $9-11$. Asen. of National Advertis ers, spring meeting, Drake Hotel, Chicago June 15-18. Poster Advertising Assn. Canada, Muse 22-28. Advertising Asent. of the
June West, 3 sth annual convention, Vancouver B. C.

June 24-26. American Marketing Asan.,
annual convention, Harvard School of Business Administration, Boston.
June 29-July 2. Newspaper Advertising Executives Acsn., summer meeting. The Broadmoor, Colorado Springs, Colo.
Aue. 13-14. ard Annual Circulation Aug. 13-14. 3rd Annual Circulation
Seminar for Business Publications, Edgewater Beach Hotel, Chicago. water Beach Hotel, Chicago.
Sept. $5-8$. Mail Advertising Service Asept. 5-8. Mail Advertising Service
Park Plaza, St. Louis. Park Plaza, St. Louis.
Sept. 10-12. Direct Mail Advertising Sept. 10-12. Direct Mail Advertising Asn. Plaza, St. Louls.
Parkept. 14-16. Srd Annual Newspaper
Sed Sept. 14-16. Srd Annual Newspaper
R.O.P. Color Conference, Waldorf-Astoria R.O.P. Color Conference, Waldori-Ail
Hotel, New York. Sept. 22-23. National Business Publica-
tions. New tions, New York regional conference, Ambassador Hotel.
Oct. 8-p. Outdoor Advertising Ason. of America, Hotel Sherman, Chicago. Asen., annual meeting. Chicago Athletic Assn. Oct. 20-21. Boston Conferenc Oct. 23-24. Audit Bureau of Circulations, 44th annual meeting, Drake Hotel. Chicago.
Nov.
tions, Chicago region Businem PublicaHotel
Ward to Build Ft. Wayne Store Montgomery Ward \& Co. will build a new full-line department store in Fort Wayne, Ind. The new store will be located on the 45 -acre site of the Northcrest shopping center now being developed three Whes north of downtown rort Wayne. Construction will begin July 1. Ward also has started construction of new stores in Dallas; Denver, Eau Claire, Wis.; Detroit; Kansas City, struction wil begin later this year for new stores

## Two Join Basford

James G. Hamelin, formerly director of advertising and public relations at Yardney International Corp., and Joseph Ferron, formerly with Morrison-Gottlieb, have oined the public relations department of G. M. Basford Co., New York.

## Slump Duration Up to U.S., Says Nader; It's Not Lack of Public Confidence: Slichter

Boston, Feb. 25-Prof. Sumner H. Slichter, of Harvard Univer sity, said recently that "facts" refute the "theory" of a General
Motors official that consumers are lacking in confidence
The economist, in a published letter in the Boston Herald, said that January retail sales-in spite of high unemployment ratesshowed that people spent their money freely.
"This does not look like lack of confidence on the part of consumers," his letter says.
Mr. Slichter's letter does no identify the official by name. He told Advertising Age, however that the letter was prompted by a Feb. 10 Wall Street Journal quote attributed to Edward T. Ragsdal
Buick
The "high official of the Buick division," his letter says, "is quoted in the press ... as attributing the lag in motor sales to lack of con fidence on the part of consumers. "He is quoted as adding: 'I think the newspapers have a responsibility to inspire confidence on the part of the public.
" "The newspapers obviously must stick to the facts," Mr. Slichter's letter adds, "good or bad. The facts refute the theory of the Genaral Motors official that consumers are lacking in confidence.
"The report of January retail sales is startlingly favorable. It shows that retail sales, after adjustment for seasonal factors, were higher than for any month since last August.
"They barely fell short of the alltime high of last July. They were $4.2 \%$ higher than retail sales in January, 1957, when the country was threatened by inflation and when there was widespread belief that people were spending too much."

Mr. Slichter's letter traces what he describes as an "important shift" in retail trade-a general shift away from durable goods in the direction of non-durable goods. He says he doesn't know why consumers have been shirting miles and other durable goods.
"Possibly it is because the prices are too high," his letter says, adding:

- "A more likely explanation is the fact that people are pretty well stocked with cars and household appliances and that the new lines are not sufficiently different or better to attract consumers.
"The taste for longer, wider, and lower cars may be petering out. Obviously, cars cannot go on getting longer, wider and lower indefinitely, and it is difficult to see what two headlights on a side add to a car except to make it uglier and more expensive.
"Finally, consumers may be catching on to how much it costs to replace one of the wraparound windshields." Mr. Slichter also cites "the willingness of consumers to go into debt" as another bit of evidence testifying to the high confidence of consumers. $=$

Oliver

## does

it!
See page 74
how soon?
"The current recession," Dr. Nader said, "Is due to two sets of factors, one temporary and the other more lasting. The temporary factors are the reduction in inventories and the desire of individuals to save more and to spend
less. These phases are bound to less. These phases are bound to disappear soon, because the liquicontinue indefinitely, and disposable personal income is still at a high level.

- "The factors of longer duration," he said, "are the decline in capita expenditures by corporations for new plants and equipment and the reduction in exports. It will take some time before these forces have run their course, and only prompt intervention by the government can counteract their effects.
${ }^{\text {an }}$ To these factors should be added the maladjustments in wages and prices which will have to be rectified before the economy will resume its upward course. \#

Seventeen' Boosts Guarantee Reynolds Named Exec VP Seventeen, New York, will boost David P. Reynolds, sales vp of is average net paid circulation Reynolds Metals Co., Richmond $35,000-$ to 975,000 with the August, Va., has been elected an exec vp of 1958, issue. Rate for a blew page the company. With the company

## W York, Feb. 25

 and duration of the current re cession will depend primarily on the actions that will be taken by he government," Dr. Marcus Nader, professor of financeNew York University and consult New York University and consult ing economist of the Hanover
Bank, told 700 alumni of the gradBank, told 700 alumni of
nate business school here
nate business school here.
"The questions that still wait to be answered," Dr. Nader said, are:

1. How much will the govern mont spend, and how soon will the appropriations be converted into orders creating a demand for material and labor?
2. Will there be a reduction in federal income taxes, and how will this affect the budget?
3. How large will the deficit be and how will it be financed?
4. What measures will the Fed aral Reserve authorities take and will resume its upward course. \#
will be increased $\$ 270$-to $\$ 3,645$. since 1937 , he has been manager of Four-color will be raised $\$ 405$, to the general sales division since 35,480. 1948.


## Interview:



North Advertising Media Supervisor, Armella Selsor, tells why she selects WLW
Radio and TV Stations for "even-waving" TONI Home Permanent


Adorn, Thorexin. North Advertising, Incorporated Chagic,


Call your WLW Stations Representative . . . you'll be glad you did!


## February Pages and Linage in Farm Publications

Current Figures for U. S. and Canadian Publications Reporting to Advertising Age


[^3]

GHANA GETS GREETING-Daniel A. Chapman (right), Ghana's ambassador to the U.S., accepts a citation for his country in honor of Ghana's approaching first anniversary and its position as the world's major chocolate source. Presenting the citation is David Johnstone, Chicago, representing the American Dairy Assn, and Chocolate Milk Foundation. The associations' promotion of hot chocolate milk, the citation says, "can aid your nation in its major industry.

Storer TV Stations
Offer Year's Protection
Four of the five Storer group of tv stations have introduced a year's rate protection policy for advertisers. The new policy, which was
tested first on WJBK-TV, Detroit tested first on WJBK-TV, Detroit, applies to WJW-TV, Cleveland, WS A-TV, Toledo, as to TV, Atlanta, as well as to WJBK-
This change was initiated by Storer in the hope that a year's protection against the periodic rate changes would become an industrywide policy. George B. Storer Jr., change makes it much, said this change makes to plan his ty budget

Bureau Elects Binns
Joseph P. Binns, vp and a director of Hilton Hotels Corp., has been elected president and chairman of the New York Convention \& Visitors Bureau. In its 1957 anthat the annual number of conventhat the annual number of conventions in New York City rose for the fourth straight year to a new high of 776. $3,833,297$ delegates and visitors to these conventions and expositions spent $\$ 231,194,441$. The report also showed that hotel ochigher than the national average.

## Shulton Names Two

James J. McNamara, formerly merchandising manager of Avon Cosmetics S.A., and before that, product director for the international division of Johnson \& John-
son, has foined the international son, has joined the international division of Shulton Inc., New York, as sales promotion manager. Dorothy Morrison, previously advertising and publicity director of Roger \& Gallet and Dermetics, has joined Shulton as publicity director.
Snow Crop Goes to Newspapers Snow Crop frozen fruits and vegetables will spend its 1858 advertising budget entirely in newspapers. There will be monthly product promotions in more than 50 metropolitan markets, using space up to 1,000 lines. Copy will emphasize the product quality theme, "Top of the Frozen Food Crop." Hilton \& Riggio, New York, is the agency.
WVIP Names National Rep
WVIP, Mt. Kisco, N. Y., has appointed Elisabeth M. Beckjorden its national representative. Mrs. Beckjorden is the first representative for this 1,000 -watt independent radio station, which went on the air last November.

O'Neal Wins Ad Woman Title Hazel O'Neal, director of advertising for seven Younkers department stores in Iowa, Illinois and Nebraska, has been named Des Moines Advertising Woman of the Year by the Woinens Advertising Club or Des Moines. She was cited in advertising during her work years with Younkers, as well her work in the free lance writis her work in
field.

## Dodge Offers Dance Charts

Dodge car owners and prospects are being offered a free Lawrence Welk dance chart as part of a direct mail postcard campaign to induce showroom visits. This is a follow-up to a recent letter from Dodge president, M. C. Patterson, to all Dodge owners, inviting them to test drive the 1958 models. Grant Advertising is the Dodge agency.

You, too, can get effective merchandising help in Muncie
Mr. Jack Elder, State Manager of Consumer Sales for the Sinclair Oil Company sumer Sales for the Sinclair On Company Muncie Star and Muncie Evening Press Mor complete coperation on any of enr advertising promotions." Why don't you use these two great Eastern Indiana newspapers?


The MUNCIE STAR * MUNCIE EVENING PRESS

National Representatives: Kelly-Smith Company


## 3 more broadcast leaders use highway advertising:

WSOC-TV PROMOTION MANAGER, JAMES W. EVANS, SAYS:
"As a new station in Charlotte, N. C., we're out to identify our name as quickly as possible. We're using National's displays on all important highways. We're pleased with the terrific comment these signs have produced. With their help, we're growing fast to first."

NATIONAL . .
the only nationwide highway advertising company

- Pinpoint localized coverage, frequent repetition, higb impact, low cost.
- Complete service-design, manufacture, location, erec-
tion, maintenance.
- The stature and integrity of its parent companyMinnesota Mining and Manufacturing Company. For more information, send for the free illustrated 8 -page booklet, "Station Identification on the Highway." Do it today!


NATIONAL ADVERTISING COMPANY
A Subsidiary of
Minnesota Mining and
Manufacturing Company
Executive Offices: 33 S . Clark St. - Chicago, Illinois Chicago - Detroit - San Francisco - New York

These stations-like KPAY, KALL, KWHO,
KSOP, KSCR, KIMN - and many other network affiliated stations across the country, are increasing "audience awareness" with National's displays. You can too.

National Advertising Company, AA2 33 S. Clark St., Chicago 3, Illinois
Gentlemen:
Please rush your 8 -page brochure on National' services for the radio-TV industry.

NAME

COMPANY

ADDRRSS

CITY $\qquad$

## Not-So-Hidden Persuasion Helped Burnett Split Chrysler with Y\&R

tro roit.
Mr. Fisher has a high regard for Mr. Burnett. He told Advertising all unharey" that he was "not a all unhappy" about working with
(Continued from Page 3) |creative departments and chair-
composed of Leo Burnett, board chairman; Richard Heath, president; W. T. Young Jr., exec vp; Draper Daniels, vp in charge of

## FREE

DESCRIPTIVE OUTLINE ALL MERCHANDISING SERVICES AVAILABLE FOR YOUR PRODUCT IN NY

## SPANISH-PUERTO RICAN

 MARKETStation WWRL
Woodside 77,
New York city
man of the plans board; Leonard Matthews, vp in charge of media, and William Diener, vp, put on a ler officials.

- The presentation clinched the account for Burnett. A Chrysler oftion was so powerful that it just tion was so powerful that it jus whe verey may have The agency may have been helped with the prospective ac Fount by the presence of Herbert Fisher, Chrysiers newly appointed Mr . Fisher, a University of Mr. Fisher, University of Chi-cago-educated sociologist, got his Later he moved to the research de Later he moved to the research department of J. Walter Thompson the advertising business some-
Co., in New York; he left JWT late

Chrysler Foreign Plants Will Pick Own Local Agencies Detrorr, Feb. 27-Leo Burnett will place Chrysler passenger car export advertising in international media like Life International and Advertising for Chrysler assembly plants abroad, formerly handled by McCann-Erickson's local offices, will be handled now by local agencies chosen by each plant, Chrysler said. These agencies will create their own ads and there will be no split commissions.

## Burnett again

The Burnett-Fisher relationship

## A QUESTION



## for RADIO MANAGEMENT!



## IS YOUR STATION A CAPTIVE OF THE

 JuKEbOX JUVENILES?USE THE EFFECTIVE

## NORWICH <br> CONNECTICUT <br> FORMULA <br> INSTEADI

PLAY TO THE FOLKS WHO HAVE THE WILL AND THE WAY TO BUY. IT WORKS FOR US . . AND CAN WORK FOR YOU!

## IT KEEPS US DOMINANT*

AND WE'RE GOING TO STAY THAT WAYI

## * PULSE-NOVEMBER 195

Share of Audience (\%)
Mon.-Fri. 6 a.m. to 12 mid
(Norwich, Now London \& Westerly, R. I. Areo)

## $\begin{array}{ll}\text { WICH } & 25 \\ \text { Station A } & 16\end{array}$ <br> Station B 13

Station C 10

Are you really SELIING FOR YOUR CIIENTS when you program the "top 40" formulas?

WICH is emancipating the elders . . . and elucidating those who put the actual jingle in the cash registers.

Out with the stereotyped. On with the music that even YOU can listen to!

Details of this non-copyrighted formula sent personally and painlessly by

Donald Lasser
Gonald Lasser
NORWICH
CONNECTICUT TURNPIKE

## Vanishing American

(Or, whatever happened to the man from Missouri?)


#### Abstract



\section*{ค <br> Leo Burnett Company, Inc. Advertising} it pars to adver. TISE-Leo Burnett Co., which picked up Chrysler corporate advertising this week, ran this ad soliciting automobile accounts last November in three Detroit newspapers.


twists is the mark of a master. aggressive and dynamic agency. When Mr. Fisher left JWT (be- We think that our marketing and fore there was any hint of a loose merchandising effectiveness will automotive account), Mr. Burnett benefit from their fresh and crewrote him a personal letter after ative approach to our corporate
reading of his new job in Adver- advertising.
tising Age.
The letter, which went to Mr . the agency's "success in all Fisher's home, types of television programming" lated him went on to say something like this: tion.
"As you know, we have long been
interested in the automotive in- E. C. Quinn, president of Chrysdustry, and perhaps our paths may ler division, had this to say about cross again one of these days. Sin- Y\&R: "In selecting one of the encerely, Leo." terprising and most respected agencies in the ad business to pre-- The agency will open a Detroit sent the Chrysler and Imperial office, but it has not yet been de- cars to the public, we are confident termined who will head the office that its experience and talent will or how many persons will staff it. give increased merchandising supThe top account people will be port to the sales program of our Mr. Diener, who will be agency dealer organization."
management representative, and Mr. Quinn said Y\&R's other F. Strother Cary Jr., currently ad- strong points are an extensive ministrative Vp, who will be ac- field and branch office organizacount supervisor. The agency plans tion and its "thorough grounding to hire some field representatives in retail marketing.'
to work on the account.
At a press conference Monday - Y\&R declined to discuss how it when the Burnett appointment got the account. The agency also was announced, James Cope, vp for said it had not decided who the marketing planning at Chrysler, account men will be. However, the said: "We are particularly pleased
to secure the services of a young,
tion reportedly was composed of


A ADVERTISER ASNS.
"How can I improve the quality of my advertising?" one obvious answer should always be considered. Plan, appeal, copy are all important . . . but physical improvement may be possible by using finer engravings to assure finer magazine
 reproduction

WUTCHIMES, ImC.

Americà Fincert Plutenentavina Plant

Sigurd Larmon, president; Frank Fagan, senior vp, and Randolph T McKelvey, a vp.

- The selection of Burnett came as a mild surprise in some ad cirthe present DeSoto asked BBDO, the present DeSoto agency, and Grant Advertising, which has Dodge, to put on presentations for the corporate account, some adme of those agencies. Also, Mr Heath told ADVERTIsmes. Alse, Mr Heaks that ADEnising AGE MW, eeplans to solicit Chrysler (AA eb. 17).
Officials of the car and the corporation divisions did not make their recommendations for Y\&R and Burnett to L. L. Colbert Chrysler Corp. president, until Monday morning.
On the corporation panel were Mr. Cope, M. R. Barlow, manager of product advertising, and Richrd Forbes, director of corporate was composed of Mr. Quinn, C. E. Briggs, vp in charge of division sales, and Burton R. Durkee, director of sales promotion.
- More than 12 agencies solicited the two accounts. In declining to name any of the other agencies, Chrysler said, "We were determined not to turn this into a circus."
AA learned, however, that in addition to Y\&R, Burnett, BBDO and Grant, among the other agencies seeking the account were Benton \& Bowles and Cunningham \& Walsh. In answer to a question by AA, DeSoto said its relations with its agency, BBDO, have not been disturbed. DeSoto said BBDO informed it when Buick had conlacted the agency, and said DeSoto was kept fully informed of the two talks that the agency had with Buick officials.


## Brorby to Admen: Help TV Reach Its 'Full Destiny'

(Continued fram Page 2) las, newly elected chairman of the Southwest group.
Other speakers were Walter Guild, of Guild, Bascom \& Bonfigli, San Francisco; Arthur G. Rippey, Rippey, Henderson, Bucknum \& Co., Denver, and Lawrence O. Holmberg, Compton Advertising, Chicago; John Baxter, Earle Ludgin \& Co., Chicago; Robert Parker, Erwin Wasey, Ruthrauff \& Ryan, Dallas, and Kevin B. Sweeney, president of Radio Advertising Bureau; James Anderson, Crook Advertising Agency, Dallas; Howard Neumann, Lowe Runkle Co., Oklahoma City, and Bertram J Lange, Time-Life International, New York, and Bryan Houston Bryan Houston Inc., New York.

- In addition to naming Mr. Hite chairman of the Four A's Southwest council, the group named Joe Wilkerson, of McCann-Erickson, Houston, vice-chairman, and John Stewart, president of Glenn Advertising, Dallas, secretary and treasurer. Les Hauger, Watts, Payne Advertising, Tulsa, was elected to the board of governors. R. J. Burice, Burke Advertising Dallas, was elected president of the Southwestern Assn. of Advertising Agencles. The new vicepresident is Jack hamilon, Aler Advertising, Galveston, ary sec-retary-treasurer is Dale Buckner
New directors of SAAA are Wilson wilson Advertising Tul Wison, WeBride MeBride Adver sa, Jing Fort Worth and Monte Ror tising, Fort Worth, and Monte Rosenwald, Monte Rosenwald Adver
tising, Amarillo. The groups' The groups 1959 convention
will be in Houston. \#


## It's Up to Advertiser to End TV's

 'Trivia, Boredom, Pap': Foreman(Continued fram Page 2) can enumerate television success, that we can pie-chart the most elusive element in the world-the quicksilver of entertainment. This gives courage to the nincompoop and opinions to those without taste. By the same token it takes courage away from those with foresigh and imagination.
"In a climate such as this, progress dies a-borning and creativity is made obsolete-for it is the past which dictates the present and strangles the future," he said.
Mr. Foreman suggested that oth
er considerations as well as ratings should come into play when one is judging shows. Among them:

- Is it the type of program that makes the viewer think more highHow sponsor?
few prime hours to be set aside on WTTW Offers Kine Service a once-a-month basis. This, he said, would enable corporate advertisers who don't feel they have to be on tv every week to concentrate on their own high-caliber monthly shows, with each sponsor striving tic and distinctive as possible. \&


## Banks Plan to Spend

$\$ 128,000,000$ on Ads in '58 Commercial banks in the U.S. are planning to spend $\$ 128,000,000$ figure and a gain of a record 1957, a survey of the advertisin department of the American Bankers Assn. has reported. Of 3,357 of 3,840 banks participating, newspapers were first media choice. Of banks reporting, $52 \%$ have increased their advertising budget over a year ago; $34 \%$ plan approximately the same expenditure and $14 \%$ will spend less. Increasing of deposits will re ceive the greatest emphasis, the banks almost unanimously report led.

WTTW Chicago educational Whion, which has been handling recording work for ad agencies, insors and public relations componies since last August is now pfferin complete tv recording service using both air and closed circuit facilities. Recordings ean circult facilties por we the sound and pieture record pleture
-
PENNSYIVANIA'S $3^{\text {RD largest }}$ MARKET
PHIL-URBIA
A LINE
$67,000+$
abc circulation
Philadelphia
Suburban Newspapers, Inc.


## PHOTOGRAPHIC REVIEW



E HAPPY YEARS-These joyful gentlemen are poised A. Hall, chairman of the board. Onlookers are Phil FIVE HAPPY YEARS-These joyful gentlemen are poised A. Hall, chairman of the board. Ontookers are Phil
over a cake marking the fifth anniversary of Jack- Harney, vp; Ray Peterson and Sherman Peterson, son, Haerr, Peterson \& Hall, Peoria, Ill. About to vps; Eugene McDaniels, production manager, and take the first slice is Graham Jackson, president, and Edward Klein, copy director. Both Mr. McDaniels assisting him are Alvin Haerr, exec vp, and Richard and Mr. Klein are charter members of the agency.

outdoor debut-Hudson Pulp \& Paper Co., New York, in its initial outdoor poster campaign, now getting under way, will cover selected markets in 12 eastern and midwestern states. Copy featuring napkins and tissues will use the same little girl in a series of human interest situations. Norman, Craig \& Kummel is the agency.


DISPLAY PIECE -That's Greta Thyssen and she's holding upa rocket, symbolic of sales of $\mathrm{No}-\mathrm{Cal}$ beverages, says the release.


GIVING LIFE IO DEAD PANELS-Dead outdoor panels downgrade the medium and hurt live panels, says Harry O'Mealia, president of O'Mealia Outdoor Advertising Corp., Jersey City. To make the medium more interesting to the public and at the same time help customers get greater impact, Mr. O'Mealia uses dead copy panels for appropriate posters to direct attention to adjoining current copy.


WESTERN MOTIF-The Vendo Co., Kansas City, has in- tier town in the Old West. This one is located near troduced a background which transforms a battery the Vendo production line. The idea is to "improve of vending machines into a street scene from a fron- morale and increase productive efforts," Vendo says.


PReview-Robert J. Furlong, Michigan Tourist Council executive secretary, and J. L. Rast, of Ross Roy Inc., preview plans for the council's national spring and summer ad campaign.


1958 POSTER-This is the official poster for Mother's Day this year, prepared by the National Committee on the Observance of Mother's Day.


## Your advertising will

 be read by more people in This Week than inany other publication

## In '57 Top 100 Advertisers Invested \$812,131,124 in Magazines,Network TV

| (Continued from Page 1) | A newcomer to the top ten was |
| :---: | :---: | Motor Co., which placed seventh in

1956 with $\$ 21,793,953$ and moved
14th to ninth place by increasing to $f$ ifth last year, when it spent its advertising budget from $\$ 14$,to fifth last

## 1954-1957 Totals for 100 Leading Advertisers in Magazines and Net TV



# 100 Top Magazine and Television Advertisers in 1957 

Source: Publishers Information Bureau Compiled by Leading National Advertisers Inc.

These figures are based on measurements of 88 gen- Weekly, First 3 Markets Group, New York
eral magazines, five farm publications, the three Magazine, Parade and This Week Magazine. television networks and American Weekly, Family

| company | $\begin{gathered} \text { Total } \\ \text { Expenditure } \end{gathered}$ | Marazinea |  |  | SunlayMagasine Sections | Network Television |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Gemeral | Farm | Total |  |  |
| 1. Pratier \& Gamble Ca. | \$57,191,511 | 58,917,358 | \$213,508 | 59,130,866 | \$1,014,630 | \$47,046,015 |
| 2. General Moters Corp. | 41,834,224 | 23,946,832 | 1,474,490 | 25,421,322 | 3,679,465 | 12,733,437 |
| 3. Chrysier Corp. | 30,945,944 | 10,362,273 | 336,270 | 10,748,543 | 1,281,025 | 18,915,776 |
| 4. Colgate-Palmolive | 29,078,118 | 4,661,664 | 96,490 | 4,758,154 | 4,944,251 | 19,375,713 |
| 5. Ford Moter Co. | 28,082,142 | 11,867,425 | 1,455,522 | 13,322,947 | 1,735,991 | 13,023,204 |
| 6. Generol Foods Corp. | 28,061,402 | 7,511,243 | 213,421 | 7,724,664 | 4,180,137 | 16,156,601 |
| 7. Lever Brothers Ca | 23,565,993 | 4,476,956 |  | 4,476,956 | 2,791,748 | 16,297,289 |
| 8. American Home Products Corp. | 22,431,011 | 3,352,751 | 176,672 | 3,529,423 | 365,780 | 18,535,808 |
| 9. Bristo-Myers Co. | 19,503,362 | 4,818,029 | 194,848 | 5,012,877 | 2,000,531 | 12,489,954 |
| 10. R. J. Reynolds Tobacto Co | 19,159,901 | 4,723,682 | 284,045 | 5,007,727 | 950,590 | 13,201,584 |
| 11. Gillette Co. | 17,685,405 | 1,272,883 | 14,000 | 1,226,883 | 607,685 | 15,790,837 |
| 12. Americon Tobocco Co | 17,588,848 | 5,986,844 | 162,475 | 6,149,319 | 2,092,900 | 9,346,629 |
| 13. Generol Mills, Inc. | 17,554,819 | 7,434,703 | 491,334 | 7,926,037 | 1,022,910 | 8,605,872 |
| 14. Generol Electric $C$ | 17,282,427 | 9,991,165 | 286,504 | 10,277,669 | 1,289,903 | 5,714,855 |
| 15. Campbell Soup Co | 12,609,478 | 5,242,351 | 186,210 | 5,428,561 | 2,215.535 | 4,965,382 |
| 16. Ligget \& Myers Tobocto $C$ | 11,270,727 | 2,415,264 |  | 2,415,264 | 674,090 | 8,181,373 |
| 17. Americon Telephone \& Telegro | 11,128,369 | 7,455,621 | 382,528 | 7,838,149 | 12,291 | 3,277,929 |
| 18. Philip Morris, inc. | 10,373,603 | 2,991,066 |  | 2,991,066 | 3,439,633 | 3,942,904 |
| 19. National Doiry Products Corp | 10,178,845 | 3,037,775 | 7,063 | 3,044,838 | 489,360 | 6,644,647 |
| 20. Phormactuticols, Inc. | 9,808,053 | 597,.40 |  | 597,840 | 624,578 | 8,585,635 |
| 21. Kellogg Co . | 9,549,633 | 1,074,353 | 54,046 | 1,128.399 | 443,449 | 1,977,785 |
| 22. Brown 8 Williamson Tobocco Corp | 9,529,053 | 1,776,401 | 143,945 | 1,920,346 | 514,745 | 7,093,962 |
| ${ }^{23}$ Westinghouse Electric Corp. | 9,071,936 | 3,293,809 | 156,912 | 3,450,721 | 1,119,230 | 4,501,995 |
| 24. Standord Bronds, Inc. | 8,930,096 | 4,316,069 | 99,072 | 4,415,141 | 2,609 | 4,512,346 |
| 25. Revion, inc. | 8,910,244 | 1,409,144 |  | 1,409,144 | 482,058 | 7,019,042 |
| 26. Sterling Drug, Inc | 8,862,795 | 2,619,148 | 150,432 | 2,769,580 | 1,381,864 | 4,711,351 |
| 27. Quaker Oats Co. | $8,350,344$ | 2,297,571 | 110,852 | 2,408,423 | 1,235,420 | 4,706,501 |
| 23. Distillers Corp-Seograms, 1 | 8,305,052 | 7,280,579 |  | 7,280,579 | 97,713 | 926,760 |
| 29. Goodyear Tire \& Rubber C | 7,637,898 | 5,065,902 | 464,360 | 5.530.262 | 46,848 | 2,060,788 |
| 30. Pilisbury Mills, Inc. | 7,539,635 | 1,507,392 | 48,000 | 1,555,392 | 2,178,597 | 3,805,646 |
| 31. E. . Du Pont de Netcours | 7,433,063 | 4,866,634 | 255,249 | 5,121,883 | 572,220 | 1,738,960 |
| 32. Helene Curtis Industries, | 7,352,635 | 1,977.353 |  | 1,977.353 | 707,300 | 4,667,982 |
| 33. Eostmon Kodok Co | 7,246,795 | 3,939,718 | 47,800 | 3,977,518 | 64,562 | 3,194,715 |
| 34. Worner-Lambert Phormocion | 7,221,219 | 3,681,849 | 116,995 | 3,798,844 | 889,982 | 2,532,393 |
| 35. Johnson \& Johnson | 7,122,462 | 3,838,782 | 352.515 | 4,191,297 | 404,210 | 2,526,955 |
| 36. Swilh 8 Co . | 6,698,248 | 1,214,442 | - 101,039 | 1,315,481 | 186,342 | 5,196,425 |
| 37. Sparry Rond Corp. | 6,694,745 | 2,069,805 | 249,748 | 2,319,553 | 118,050 | 4,257,142 |
| 38. P. Lorillard Co. | 6,435,027 | 118,910 |  | 118.910 | 1,122,595 | 5,194,122 |
| 39. Armour \& Co. | 6,432,140 | 1,996,181 | 114,252 | 2,040,433 | 538,065 | 3,853,642 |
| 40. Miles lobs, inc. | 5,921,531 | 476,075 | 45,185 | 521,200 | 351,970 | 5,048,301 |
| 41. Nationol Distillers \& Chemi | 5,643,306 | 5,639,044 |  | 5,639,044 | 4,262 |  |
| 42. Borden Co . | 5,622,789 | 2,572,495 | 121,650 | 2,694,145 | 117,905 | 2,810,739 |
| 43. Nationol Biscuit C | 5,572,524 | 1,013,274 | 84,005 | 1,097,279 | 2,227,311 | 2,247,934 |
| 44. Rodio Corp. of America | 5,501,847 | 2,878,005 | 107,500 | 2,985,505 | 172,306 | 2,344,036 |
| 45. Wesson Oil 8 Snowdrift Co | 5,414,998 | 1,564,296 | 64,600 | 1,628,896 | 2,181,105 | 1,604,997 |
| 46. Corn Products Refining Co. | 5,348,333 | 1,459,890 | 91,668 | 1,551,558 | 865,924 | 2,930,851 |
| 47. Joseph Schlitz Brewing Co | 5,278,320 | 1,445,264 |  | 1,445,264 | 827,542 | 3,005,514 |
| 48. S. C. Johnson 8 Son, inc. | 5,251,354 | 706,006 |  | 706,086 | 655,490 | 3,889,778 |
| 49. Scott Paper Co. | 5,250,265 | 1,614,398 | 1,900 | 1,622,298 | 285,710 | 3,342,257 |
| 50. Hozel Bishop, Inc | 5,238,218 | 46,025 |  | 46,025 |  | 5,192,193 |
| 51. Nestie Co., inc. | 5,232,342 | 993.800 | 10,450 | 1,004,250 | 97,991 | 4,130,101 |
| 52. Cornotion Co | 5,191,876 | 1,603,430 | 219,281 | 1,822,711 | 1,315,045 | 2,054,120 |
| 53. Firestone Tire \& Rubber Co | 4,740,625 | 3,023,001 | 168,550 | 3,191,551 |  | 1,549,074 |
| 54. Chesebrough.-Pond's, imc. | 4,729.170 | 724,271 |  | 724,271 | 840,060 | 3,164,839 |
| S5. Prudential Insurance Co. of | 4,514,099 | 70,360 | 18,000 | 88,360 | 1,223,755 | 3,201,984 |
| 56. Aluminum Co. of Americo | 4,417,855 | 2,065.796 | 162,386 | 2,228,182 | 118,950 | 2,070,723 |
| 57. Armstrong Cork Co. | 4,255,438 | 1,665,584 | 51,815 | 1,717,399 | 343,050 | 2,194,989 |
| 56. Schenley industries, | 4,247,364 | 3,921,763 |  | 3,921,763 | 54,205 | 271,39 |
| 59. Coca Cola Co. | 4,182,976 | 1,280,666 |  | 1,280,656 | 1,861,020 | 1,041,290 |
| 60. U. S. Steel Corp. | 4,130,633 | 1,438,299 | 178,244 | 1,616,543 |  | 2,514,090 |
| 61. Sylvenia Electric Producis | 4,109,982 | 1,576,213 |  | 1,576,213 | 32,000 | 2,501,769 |
| 62. Whirlpool Corp | 4,075,487 | 2,365,987 | 94,100 | 2,460,087 | 76,946 | 1,538,454 |
| 63. Mennen Co. | 3,963,704 | 966,156 |  | 966,156 |  | 2,997,548 |
| 64. Kimberly-Clork Corp | 3,930,902 | 1,252,230 |  | 1,252,230 | 331,755 | 2,346,917 |
| 65. Best foods, inc. | 3,749,113 | 667,558 | 12,70 | 680,328 | 426.820 | 2,641,965 |
| 66. Hunt Foods 8 Industrie: | 3,666,514 | 1,476,044 |  | 1,476,044 | 2,190,470 |  |
| 67. H. J. Heinz Ce. | 3,594,062 | 1,71,621 |  | 1,711,621 | 532,368 | 1.350,073 |
| 68. Hiram-Walker Gooderhom \& W | 3,536,949 | 3,536,949 |  | 3,536,949 |  |  |
| 69. Seors, Roebuck \& Co. | 3,521,266 | 2,821,331 | 4,960 | 2,826,291 | 258,125 | 436,850 |
| 70. Max Foctor \& Co. | 3,511,896 | 585,692 |  | 585,692 | 39,940 | 2,886,264 |
| 71. Rexelll Drug Co. | 3,392,235 | 1,799,687 | 452,988 | 2,252,675 | 777,115 | 362,445 |
| 72. Colifornio Pocking Corp | 3,378,819 | 2,395,738 | 19,120 | 2,414,858 | 584,885 | 379,076 |
| 73. Pepsi-Cola Co | 3,345,779 | 1,636,120 | 70,000 | 1,706,120 | 1,428,105 | 211,554 |
| 74. Simoniz Co. | 3,324,081 | 1,914,435 |  | 1,914,435 |  | 1,409,646 |
| 75. Outboard Marine Corp. | 3,242,579 | 2,781,461 | 43,817 | 2,825,278 | 75,200 | 342,201 |
| 76. Relston Purina C | 3,188,185 | 271,908 | 192,588 | 464,496 |  | 2,723,689 |
| 77. Lehn 8 Fink Products Corp. | 3,181,257 | 2,757,322 | 59,515 | 2,816,837 |  | 364,420 |
| 73. Reynolds Metols | 3,180,000 | 630,891 | 28,628 | 659.519 | 195,760 | 2,324,721 |
| 79. Schick, Inc. | 3,067,288 | 863,556 |  | 863.556 | 16,000 | 2,187,732 |
| 80. Sunbeom Corp. | 3,004,666 | 1,829,743 | 12,941 | 1,842,684 | 32,100 | 1,129,882 |
| 81. New York Life lesuronce Co | 2,919,073 | 1,851,913 | 245,985 | 2,097,898 | 821,175 |  |
| 82. Purex Corp, Itd. | 2,902,088 | 651,799 |  | 651,799 | 187,765 | 2,062,504 |
| 33. American Doiry Ass'n | 2,875,438 | 1,421,863 | 20,720 | 1,442,603 | 156,700 | 1,276,135 |
| 84. Union Corbide Corp. | 2,761,302 | 1,447,487 | ${ }^{28,800}$ | 1,476,287 | 93,151 | 1,191,864 |
| 35. U. S. Rubber Co. | 2,669,234 | 1,516,397 | 50,853 | 1,567,250 | 16,535 | 1,085,449 |
| 36. Gerber Products | 2,637,130 | 961,769 |  | 961,769 |  | 1,675,361 |
| 17. Per Milk Co. | 2,633,019 | 310,138 |  | 310,138 |  | 2,322,881 |
| 80. Shell Dil Co. | 2,632,412 | 2,539,875 | 92,537 | 2,632,412 |  |  |
| 69. Singer Monufocturing C | 2,630,875 | 1,023,509 | 0 | 1,149,009 |  | 1,481,866 |
| 90. Americon Chicle Co. | 2,617,367 |  |  |  |  | 2,617,367 |
| 91. Andrew Jergens Co. | 2,593,448 | 1,559,085 | 135,400 | 1,694,485 | 400,645 | 498,318 |
| 92. Atlentis Soles Cerp. | 2,510,969 | 1,797,682 | 50,850 | 1,848,532 | 396,715 | 265,722 |
| 93. Hewblein, Inc. | 2,492,336 | 2,452,899 |  | 2,452,899 | 39,437 |  |
| 94. Philce Corp. | 2,466,120 | 2,256,617 | 115,280 | 2,371,897 |  | 114,223 |
| 95. Norwich Pharmocal Co. | 2,459,608 | 1,368,707 | 183,803 | 1,552.510 | 454,163 | 452,935 |
| 96. Doubieday 8 Co., lac. | 2,457,613 | 779.730 |  | 779,730 | 1,677,883 |  |
| 97. Americon Gos Ais'n | 2,397,092 | 934,400 |  | 934,400 |  | 1,462,692 |
| 98. Minnesoto Mining \& Manulocturing Co |  | 1,280,252 | 5,031 | 1,285,283 | 52,055 | 1,055,479 |
| 90. Time, Inc. | 2,364,012 | 365,130 |  | 365,130 | 5,891 | 2,012.991 |
| 100. Americon Cyonumid Co | 2,370,642 | 1,596,701 | 686,468 | 2,283,169 | 24,933 | 62,540 |
| Cities Service Ltd. Moves Canadian Account to Reynolds <br> Cities Service Oil Co. Ltd., Toronto, has named E. W. Reynolds Ltd. to handle its advertising in Canada. Reynolds succeeds Thorn- <br> ton Purkis Ltd. Cities Service, now / ucts from its new 20,000-bbl.-aexpanding marketing facilities in Ontario and Quebec, and involved in a $\$ 35,000,000$ Canadian expansion program, expects Reynolds to be "a key factor" in moving prod- year. <br> day Trafalgar refinery, which opens early in 1959. The advertiser expects to launch its "most extensive" campaign in Canada next |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |



QUICK REACTION-Announcement that General Electric dropped fair trade practices opened a flurry of price-cutting announcements. Milwaukee's Boston Store got this ad into the next morning paper, offering price reductions of about $\$ 4$ on most GE appliances.

## GEDrops Fair Trade; Sunbeam Follows Suit

(Continued from Page 2) distributors get the word out to retailers today.
In other large cities, including Milwaukee and Philadelphia, the waukee department stores slapped waukee department stores slapped large space ads into this morning's newspapers announcing GE price cuts. Similar ads appeared in Philadelphia. Silo discount house there announced price cuts of $30 \%$ to
$50 \%$. On a broader front, the decision by GE and Sunbeam to throw in the fowel after six years is a blow than the many adverse decisions that the system has sustained in state courts during recent years. state courts durial "rocent year

## Out: Ronson, Hamilton-Beach: Still in: Casco, Parker, Bissell

Nkw York, Feb. 28-Ronson Corp., Newark, and HamiltonBeach Co., Racine, Wis., have joined the parade away from fair trade, but Parker Pen Co., Janesville, Wis.; Casco Products Corp. Bridgeport, Conn.; and Bissell Carpet Sweeper Co., Grand Rapids, Mich., announced they are holding the line.
clause has been declared unconstitutional by courts in 11 states.

- GE's large home appliances have never been fair traded, but up until a few years ago "suggested" retail prices were given. In making the announcement of discontinuation on the small appliances, vp H. W. Sahloff said there were two significant factors in the decision.
"First is the adverse legal position of fair trade, evidenced most recently in several key markets. Court after court has expressed its lack of sympathy with fair trade and its disagreement with the legislative judgment which led to the passage of the fair trade laws. These decisions have left vast and commercially important areas of the country where a manufacturer can no longer either adopt or enforce fair trade prices for its products.
"Secondly, dealers complying with our prices in fair trade states have been placed in an untenable competitive position when located next to non-fair trade areas or in
$\qquad$
states where it has become increasingly difficult to secure injunctions promptly or adequate penalties to enforce them.
"These obstacles, as well as the mail order loophole and other inconsistencies in the legal situation, have made fair trade unwork able for the marketing of our products." - Mr. Sahloff said GE had instituted more than 3,000 fair trade
suits in the last five years and as suits in the last five years and as a resuit has concluded that it is and effectively protect our fair trade price structure in the mantrade price structure in the man-
ner originally contemplated by the fair trade laws."
Last October, the U. S. Supreme Court refused to review a lower court decision that gave Master Mail Order Co. of Washington non-fair trade area) the right to sell GE appliances in fair trade areas by mail order. Last June shortly after the lower court de cision, GE had reiterated its intention to stick with fair trade.

Among those companies that up passage of the federal fair trade ave abandoned fair trade pro- bill

crams in recent years are Westing- John W. Dargavel, executive sec house Electric Corp. (GE's major retary of the association, sent a letompetitor), Bell \& Howell, East- ter to its 46,000 independent drug Kodak, Sheaffer Pen Co., gist members, urging them to tel Revere Camera, Wollensak Opti- their congressmen that they favor cal, and McKesson \& Robbins. The the bill and to convince other relair traders ranks still include tailers to do likewise. \#t Revere Copper \& Brass and makers of cosmetics, toiletries, drugs, hardware and tobacco. ower tools, lawn frair trade its rector of advertising and sales pro | power tools, lawn mowers, lawn | motion for Spencer Inc., New Ha- |
| :---: | :---: |
| prinklers and hedge trimmers. GE | ven foundation garment manu- | photographic flashbulbs will con- facturer, has been named promoinue to be fair traded wherever tion manager of U. S. Shoe Corp. possible.

Currently, fair trade exponents are rallying for a national fair rade law which would empower the Federal Trade Commission to enforce the act. Such a measure was recently introduced into the house of representatives by Oren D. Harris (D., Ark.).

- The National Assn. of Retail of "mobilizing our forces" to speed


## Mrs. Lewis to U.S. Shoe

Mrs. Bettilu Lewis, formerly di facturer, has been named promoCincinnati. She will assist in coordinating merchandising and sales promotion activities for Red Cross,

Joyce and Arch Preserver lines of women's shoes.

## CLIPPINGS!

We read over 3,450 Business, Farm and Consumer magarines as listed In Bacen's 1958 Publidity Checker. Checker on opproval $\$ 18.00$ SPECIALIZED CLIPPIMG SERVICES 1. nalkely 4. Satjoct Remerch



## 211,051 Bill Wagners...

In 1794, Gen. Anthony Wayne built a fort to fight the Miami Indians. No trace of it remains today, but its history lives on in the people that make up Fort Wayne, Indiana and the Fort Wayne television market . . . because people . . . not sites, make cities and markets . . . people like Bill Wagner, a skilled machinist in a factory manufacturing agricultural machinery. Prosperous hard-working Bill and his family are typical of the 211,051 television families that are the Fort Wayne television market . . . families that look to WANE-TV (0) for their news and entertainment . . . families with buying incomes of over $\$ 1,250,000,000$.
Smart advertisers want to reach these 211,051 Wagner families. They do it over WANE-TV © as more of these families watch WANE-TV than any other station in the billion-dollar all-UHF Fort Wayne market. Represented by Petry.
Sources: Area ARB $11 / 57$; TV Mag. $3 / 57 \& 2 / 58$; Copyrighted ...sales Management 1957.
A CORINTHIAN STATION Responsibility in Broadcasting
KOTV Tulsa KGUL-TV Galveston, serving Houston WANE \& WANE-TV Fort Wayne WISH \& WISH-TV Indianapolis

## nother reason

## davenport metropolitan ARE ${ }^{*}$ is a m-U-S-t

'IMELUDINE DAVERPORT and bettendorf, IOWA and rack isLund, molime and east moline, ilumois
It's a \$926,397,000 market -
one of the top 10 in the big 5
North Central States

## Ervin Acel, Adman, <br> Editor, Swordsman, <br> Is Dead at 69

New York, Feb. 25-Ervin S. Acel, 69, president of the advertising agency bearing his name and a specialist in foreign-language newspaper advertising, died yesterday at Hudson River Hospital, Poughkeepsie, N. Y., after a short illness.

Born in Hungary, Mr. Acel held a doctorate in law from the University of Berlin. He came to the U. S. in 1912 and became an associate editor of the Hungarian-language newspaper, Magjar Neppava, in New York. In 1916 he started his own advertising agency and became a specialist in foreign-lan guage newspaper advertising. He also wrote many articles on eastern European politics and economics for magazines and newspapers, in cluding the New York Time.
Mr. Acel for many years was an

## Louisville's FOREMOST and BEST KNOWN FIGURE

## - (II) <br> 

WHAS-TV's Channel 11 figure is a distinctive reminder to Louisville market viewers that WHAS-TV provides outstanding service. WHAS-TV produces unique community programs such as the award-winning "Inside Our Schools" and "WHAS Crusade for Children"; "Flight Plan" and "Teens View The News". Regular WHAS-TV programs play an important service role, too. "Midday Roundup", 12 to 12:30 p.m. daily, provides country music, news, farm market and weather information. People paint or pout, depending upon the weather. News, too, serves a universal need. Farm interest centers on the market. "Midday Roundup" is Louisville's only rural-urban service show.
The Channel 11 figure should remind you that for selling results, your advertising deserves individual attention ... and the ADDED IMPACT OF PROGRAMMING OF CHARACTER. In Louisville, WHAS-TV Programming PAYS OFF!

## FOREMOST in ServiceBEST in Entertainment!

Represented Nationally by Harrington, Righter \& Parsons Associeted with The Courier-Journal and Louleville Times
outstanding fencer, and represented the New York Athletic Club in many matches, particulariy in saber competition. He was a member of the U.S. Olympic fencing team in 1928.

## JOHN M. KENNY

New York, Feb. 26-John M. Kenny, 56, former advertising and promotion manager of Commonweal and chief of Seabee combat died yondents in World War II, ministration Hospital.
Born in Nashville, Mr. Kenny attended the U. S. Naval Academy for a time but was graduated from Vanderbilt University in 1924. Later he attended the Crawford Foreign Service School.
He was with Commonweal from 1925 to 1938 as promotion, circulation and advertising manager. Later he wrote with Achmed Abdullah "For Men Only-a Cook Book," published by G. P. Putnam's Sons.
Mr. Kenny enlisted in the Navy in 1942 and was assigned to the Seabees, He directed original Seabee recruiting publicity until his departure for the Pacific in December, 1942.
After the war he did free lance writing, specializing on food and travel articles, and also collaborated on radio programs.

## ENOCH N. FREDERICKSON

Chicago, Feb. 25-Enoch N. Frederickson, 69, who retired last April after 13 years with Leo Burnett Co., died in Jackson Park Hospital here Feb. 18.
Mr. Frederickson began his $42-$ year advertising career with the year Willitur H career with the 1916. From 1922 to 1924 agency in 1916. From 1922 to 1924 he was ad and from 1924 through 1930 he was an and he old Williams \& Cunnyngham the old He mater his agn here during the '30s and joined Burnett in 1944.

## BENTAMIN HUNTER

New York, Feb. 25-Benjamin J Hunter, 63, former national sales manager of the wine and spirits division of Canada Dry Corp. and an honorary vp of the company, died of a stroke Feb. 19 at his home in Yonkers, N. Y.
Born in Tennessee, Mr. Hunter attended Princeton University but left before taking his degree to serve in World War I in the aviation section of the signal corps.
After the war he worked as a salesman for various companies and Joined Canada Dry, then in 1936 For tired in 1957 he yas untio he retired in 1957, he was national sale manager of the company s wine and spirits division. In addion, he was made an honorary vp in 1956. He was a past commander of the Bodenstab-Thomas Post of the American Legion 'was a men ber of the Legion's Society of the 40 \& 8. \#

New Haven to Weiss \& Geller
New Haven Clock \& Watch Co. is expected to appoint Weiss \& Geller, New York, to handle its advertising. The company has done no advertising for more than a year Under reorganization, the company was taken over Feb. 14 by new management, headed by Max $\mathbf{A}$. Geller, who is president of the Weiss \& Geller agency (AA, Feb. 10). At New Haven, where he previously served from 1949 to 1954, Mr. Geller is chairman and chief executive officer.

## Sauer Appoints Baxter

C. F. Sauer Co., Richmond, Va., has named Robert E. Baxter adhas named Robert E. Baxter advertising and sales promotioly manager. Mr. Baxter was formerly manager of for the Petersburg Newspaper


OPENING-Abercrombie \& Fitch, New York, has scheduled this page ad in the March issue of Sunset to announce opening of a San Francisco branch March 10. Calkins \& Holden is the agency.

## Military Consumers

Are Responsive to
Ads, Says Ryan Book
Washington, Feb. 25-A unique segment of the American consumer market-the armed forces-is Ryan, market consultant to the Army Times Publishing Co.
"Selling the Armed Forces Consumer Market" (Army Times Publishing Co., Washington, \$10 is called the military market handbook. Mr. Ryan gives information on how to sell to the various service exchanges, and data on the military market.
In the chapter devoted to advertising, the author says, "There is probably no other market of comparable size and income anywhere in the world that is as responsive to advertising as the military market . . . Certainly few markets compare with this one when it comes to pinpointing advertising results and showing a direct correlation to sales."

- The best way to reach the military consumer is through non-official military publications, Mr. Ryan writes. Other media reaching the military get limited coverage or do not carry ads, he says.
Companies selling through service exchanges are encouraged by the services themselves to advertise, the author says, because the exchanges are not allowed to do their own advertising.
The armed forces consumer market consists of nearly 6,000,000 young Americans spending some $\$ 9$ billion a year, the book points out, but, it adds, only about $\$ 10,000,000$ is invested annually in ads in the "prime medium," non-official military publications.


## Lanolin Plus Plans Drive

Lanolin Plus, Chicago, is running a $\$ 500,000$ saturation tv spot campaign in more than 10 major markets for its leading products: Lipstick 35 and Lanolin Plus shampoo, hand lotion and liquid. This spot drive will be supported with a heavy schedule in Family Week ly, Ladies' Home Journal, McCall's, Parade and This Week Magazine. The agency is Kastor, Farrell, Chesley \& Clifford.

Information Directory Out The fifth edition of "Sources of Information \& Unusual Services (Informational Directory Co., New York, $\$ 2.50$ ) will be published March 10. The book is a guide to information, pamphlets and services available from organizations and agencies in the U. S. The fifth edition has been enlarged by about $\mathbf{2 5 \%}$

Bogerts Adds L.A. Accounts
handle the company's subsidiary, Los Angeles Coli storage Co. have named The Bogerts Inc., Los which is promoting its plant to all Angeles, to handle their advertising. They are Babcock Models Inc electronics hobbycraft manufacturer; Family Record Plan, portrait studio, and Shield Crate Co W. H. Millard has joined Applemanufacturer of shipping co., gate Advertising Agency, Muncie, packing equipment and a new div- He will counsel clients on sales, ing board. The agency also has re- merchandising and marketing opsigned the Prime Froz-n line por- erations. He formerly was sales tion of the California Consumers representative for Pollock Paper Corp. account so that Bogerts may Corp., Dallas.

ANA Adds 14 Members
Regulator Co., S. O. S. Corp., and
elected members anies have been
tional Advertisers. They are Air Gannett Reports Profit Sharing Reduction Sales Co. American Profit sharing for 1957 totaled Reduction Bartmann \& Bixer; Air- $\$ 710,045$ for 3,813 employes of 22 temp, Chrysler. DeSoto, Dodge and newspapers, four radio stations temp, Chrysier, Desoo, Dodge and newspapers, stations of the GanPlymout dor Max Fols ing of service and on Schools Mils Grace Line; earnings of separate group units Grove Laboraties; Kendall Mills were distributed in mid-February division, Kendll Co. Industrial to workers on the payroll for more division, Minneapolis-Honeywell than one calendar year.

FINCHLEY IN RIO DE JANEIRO

"Dear Boss: I'm getting a new point of view here..."

- Caramba! From fast lunches to lazy siestas. Just because Finchley suggested to the boss that Consolidated Enamels cut printing costs without cutting quality.
Here are the facts! Consolidated Enamels sometime save as much as $20 \%$ compared to other enamel papers of equal quality. This lower cost results from a modern papermaking method pioneered by Consolidated that eliminates several costly manufacturing steps while maintaining finest quality. Work a Finchley! Ask your Consolidated Paper Merchant for free trial sheets. Have your printer make a comparison test. Then drop the results along with a Rio travel folder into the suggestion box. Can't tell!

Available only through your Consolidated Paper Merchant

## Cruolidated

ENAMEL PRINTING PAPERS a complete line for offset and letterpress printing
Consolioateo waten mowen ano mapen company

## Rebating by Agencies Isn't Unethical: Frey

(Continued from Page 1) the present system cannot long survive completely unchanged." The full report can be described in the same terms.
Included in the survey were re- - If there was any surprise in the sponses from 269 advertising full report, it was the absolution managers and 127 top management granted to rebating. The repor men of ANA member companies. Prof. Frey went to the ad managers three times to reach the 269

ent. "The important thing is that the agency receive what it considers adequate compensation for its services to each client and that each client pay what he considers a fair price for the services rendered by the agency. Uniformity of method is not necessarily important. If client and agency can agree that the latter's compensation is or would be excessive under the $15 \%$ commission system, is the $15 \%$ commission system, is nying the agency the right to charge the client less for its serva portion of the media commisa porti
sions?"

- According to the report, the alternative of "decreasing the service charges or fees amounts to the same thing.
"And the alternative of giving additional services instead of ree ducing the compensation has its is not uncommon for client and
agency to agree on additional compensation for the agency's services when the media commissions fall short of rewarding the agency adequately. Why should the reverse action be condemned? Why should
client and agency not be permitted to arrange for less than the $15 \%$ compensation?"
Twelve problems were brough nto focus by the study, according to Profs. Frey and Davis, who called them "conditions preventing the client-agency relationship from achieving an ideal partnership and the advertising dollar from producing the most effective results.' They are:
- 1. "Evaluating the effectiveness
of advertising efforts."
eeting company profit objectives."

3. "Adequately acquainting top management with the nature of agency operations."

- 4. "Inducing client managemen to establish specific marketing and advertising goals; recognize the importance of the marketing-mix concept; decide logically what services are needed and the proper sources for these services."
- 5. "Maintaining the correct amount of client and agency topmanagement participation-no more and no less-in the working relationship between the two par-
ties." ties."
- 6. "Inducing client top manage-


## Nielsen Network TV

Two Weeks Ending Jan. 25, 1958
Copyright by A. C. Nielsen Co.
Nielsen Total Audience*
total homes reached

| Rank | Program Ho | Homes (000) |
| :---: | :---: | :---: |
| 1 | Gunsmoke (ligget I Myers, Sperry-Rand, CBS) .................................... 1 | 19,125 |
| 2 | Perry Como Show (Several sponsors, NBC) | 17,000 |
| 3 | Cheyenne (General Electric, ABC) ..eno.aco......................................... 1 | 16,958 |
| 4 | Wyant Earp (General Mills, Procter \& Gamble, ABC) ........................... 1 | 16,958 |
| 5 | Tales of Wells Fargo (American Tobacto, Buick, NBC) ......................... 1 | 16,235 |
| 6 | Du Pont Show of the Month (CBS) ....................................................... 1 | 16,235 |
| 7 | I've Got a Secret (R. J. Reynolds, CBS) ........................................... 1 | 16,065 |
| 9 | Have Gun, Will Traval (Whitehall, Lever, CSS) .................................... 1 | 15,768 |
| 9 | Danny Thomas Show (General Foeds, CBS) ...erono..................................eo 1 | 15,640 |
| 10 | Bob Hope Show (Plymouth, NBC) | 15,385 |
| PROGRAM POPULARITY $\dagger$ |  |  |
| Rank | ram | Homes (\%) |
| 1 | Gunsmoke (Liggett \& Myers, Sperry-Rand, CBS) | 46.0 |
| 2 | Cheyenne (General Electric, ABC) | 42.6 |
| 3 | Perry Come Show (Several sponsors, NBC) | 41.0 |
| 4 | Wyatt Earp (General Mills, Procter \& Gamble, ABC) | 40.4 |
| 5 | Tales of Wells Fargo (American Tobacco, Buick, NBC) | 39.6 |
| 6 | Du Pont Show of the Month (CBS) | 39.1 |
| 7 | Sugarfoet (Several sponsors, ABC) | 38.6 |
| 8 | I've Got a Secret (R. J. Reynolds, CBS) | 38.2 |
| 9 | Have Gun, Will Travel (Whitehall, Lever, CBS) | 38.2 |
| 10 | Bob Hope Show (Plymouth, NBC) | 37.5 |
| Nielsen Average Audience** |  |  |
| Rank | Program | Homes (000) |
| 1 | Gunsmoke (Liggett \& Myers, Sperry-Rand, CBS) | 18,573 |
| 2 | Wyatt Earp (General Mills, Procter 8 Gamble, ABC) | 15,598 |
| 3 | Tales of Wells Fargo (American Tobacco, Buick, NBC) | 15,385 |
| 4 | Have Gun, Will Travel (Whitehall, Lever, CBS) | 15,300 |
| 5 | I've Got a Secret (R. J. Reynolds, CBS) | 14,918 |
| 6 | Danny Thomas Show (General Foods, CBS) | 14,875 |
| 7 | Restless Gun (Warner Lambert, NBC) | 14,025 |
| 8 | Cheyenne (General Electric, ABC) | 13,983 |
| 9 | You Bet Your Life (DeSoto, Toni, NBC) | 13,600 |
| 10 | GE Theoter (General Electric, CBS) | 13,303 |
| PROGRAM POPULARITY $\dagger$ |  |  |
| Rank | Program |  |
| 1 | Gunsmoke (Liggeth \& Myers, Sperry-liand, CBS) | 44.6 |
| 2 | Wyatt Earp (General Mills, Procter $\&$ Gamble, ABC) | 38.0 |
| 3 | Tales of Wells Fargo (American Tebacto, Buick, NBC) | 37.5 |
| 4 | Have Gun, Will Trovel (Whitehall, Lever, CBS) | 37.1 |
| 5 | Denny Thomas Show (General Foods, CBS) | 35.6 |
| 6 | I've Got a Secret (R. J. Reynolds, CBS) | 35.5 |
| 7 | Cheyenne (General Electric, ABC) | 35.1 |
|  | Restless Gun (Warner Lambert, NBC) | 34.6 |
|  | You Bet Your Life (DeSote, Toni, NBC) | 32.6 |
|  | Sugarfoot (Several sponsors, ABC) |  |
| Homes reached by all of any part of program, except for homes viewing only one to five minutes. <br> **Homes reached during average minute of the program. <br> $\dagger$ Percented ratings based on ty homes within reach of station facilities and by each progrom. |  |  |

## Trendex TV Ratings

Feb. 1-7, 1958
Fifteen Multi-station Cities
Rank Program
1 Lueille Boll-Desi Arnax (Ford Motor Co., CBS 37.5

Danny Thomas (Generel Foods, CBS)
Gunsmeke (liggett \& Myers, Sperry Rand, CBS)
Gunnmoke (liggett \& Myers, Sperry Ra
Perry Come (Several spensors, NBC)
Perry Come (Several sp
Maverick (Kaiser, ABC)
Wyat Earp (Procter \& Gomble, General Mills, ABC)
This is Your Life (Procter 4 Gamble, NBC)
Shirley Temple (Breck, National Dairy, Hill Bros., NBC)
Person te Person (Several sponsers, CBS)
Loretta Young Show (Procter \& Gamble, NBC) 34.2
ings are based on one "live" broadcast during the week of Feb. 1.7, 1958.
ment to recognize the importance vertisers. It would establish norms ing over-all creative ability in the ing relationships" between adveradvertising activities, and to give undivided authority and responsibility to competent personnel ap pointed for the task.,

- 7. "Devising procedures adequate to provide smooth and con tinuous two-way communication."
- 8. "Establishing practicable standards for measuring agency performance, both by the client and the agency itself,"
- 9. "Recruiting client and agency personnel with the experience knowledge and aptitudes required for optimum advertising performance."
- 10. "Attaining objectivity of adnel in dagency and media person agency compensation."
- 11. "Creating an atmosphere of mutual trust and confidence in the client-agency relationship."
- 12. "Lengthening the life of the client-agency relationship."
- The report called "most basic" the problem of discovering "improved means for measuring the effectiveness of advertising." Without such standards, the report added, "it will be impossible to determine which activities, which efforts and which ex

The report described two "fundamental problems" confronting advertisers when they consider agency services. The first is "the kind and amount of service they should seek." The second involves evaluation of the services.
"Undoubtedly," commented the report, "the greatest need in the advertising industry today is more objective means of measuring the effectiveness of advertising in the over-all marketing mix. Accomplishing this goal would minimize many of today's problems. Howof measuring the effectiveness of advertising, what criteria are being used to evaluate agency performance? Are these good criteria? If so, how well are agencies performing?"

- According to the report, the "advertising industry has not established well-defined criteria for the evaluation of agency services. This is true of advertising agencies as well as advertising managers.
"Such terms as 'quality control' and 'performance standards' are commonplace in the production of many goods and services, but are duction of advertising. And the often-heard excuse, 'Well, this is a creative and personal service busi-ness-procedures of other management areas aren't applicable,' is not very convincing. Data from this study indicate that the development of standard operation procedures and objective measures for evaluation of agency service should be one of the industry's immediate goals.
"Successful effort in this direction would (1) lead to a better definition of the agency's function, (2) aid in reducing the working-relationship problems of the industry, and (3) decrease the all too frequent switching of agencies by ad-

Donald does if!

of clear-cut, intelligent direction of $|$| against which performance could | execution of campaigns; (3) devel- | tisers and agencies. |
| :--- | :--- | :--- | be compared."

oping technical skills in producing
the specific ads for these campaigns - Paul West, ANA president, said and (4) developing an organization the report "for the first time gives cy service is "adequate" when it that can smoothly execute this pro- the advertising industry compredeals with creating and placing gram with a minimum of lost time hensive, complete information on ads, but in the area of collateral and a minimum of personal con- the current models of agenciesservices, agencies "ore apparently ficts. "Indeed at times, they endanger "The Advertising IndustryAgeney Services-Working Rela vertising picture. This includes inbasic services in an excellent man- tionships-Compensation Meth agencies perform for advertisers ner by doing inferior work in the ods," as the report is titled offers and how they charge for the differ-hon-basic service area." ods," as the report is titled, offers no "positive recommendations that rent types of service; (2) the serv-on-basic service area." would give the impression that be, frst an foremosi, advertising there is a standard solution for the organizational set-ups of agencies gen. the problems that do exist." However, and how they affect service to adevering as deve clis products; (2) develop- believed to be cinds of agencies (hes the client's products; (2) develop-|believed to be called for in improv- are and their specialties and (5)


A dollar isn't "small change" these days.
Particularly a television dollar. Every single one of them is getting harder to find. And every single one of them now has to work like crazy.

So the following sixteen words are very important:
ABC Television's average nighttime cost-per-thousand, per commercial minute, is the lowest of all three networks!*
How low is "lowest"? The exact figure is $\$ 3.07$, with those other networks trailing along with $\$ 3.19$ and $\$ 3.68$. That's a figure that's low enough to make a difference of more than $\$ 320,000$ to an advertiser who buys 52 weeks of alternate Class A half hours . . . or a difference of more than $\$ 470,000$ to one who buys 52 weeks of weekly Class A half hours.

Gentlemen, let's face it. With programming and coverage what they are today, the big difference between competing networks is in the value they deliver for a dollar. One offers the least value. One offers a little more. But only one offers advertisers the most value. Today, that network is

ABC TELEVISION

ethods of agency compensation." Copies of the report are available to non-ANA members at $\$ 50$ for the first copy, with quantity discounts for additional copies. \#

Charles Bennett Joins EWRR
Charles F. Bennett, formerly with Lennen \& Newell, has joined Erwin Wasey, Ruthrauff \& Ryan, New York, as director of merchandising.

PUBLISHERS CLASMAED DEPARTMEMT PUBLISHERS CLASMFIED DEPARTMEMT


## Along the Media Path

"A Guide to Leisure Time," a tion of 120 cartoons from the Wall listing of New York amusements Street Journal, has been puband cultural events, is being pub- lished by E. P. Dutton \& Co. The lished every Saturday in the New price is $\$ 2.75$.
York World-Telegram \& Sun.

- "Care for a Merger?" a collec-
- Playbill is issuing a monthly "Playbill is issuing a monthly
"Playbill Theatre Calendar" as a
promotional service for agency personnel and advertisers. The calendar supplies advance information on New York theater openings as well as items on Playbill coverage and the New York theater market.
- "Fashion and Fun: The American Plan" is the theme of Glamour's May issue. The summer promotion will include not only fashions but the accessories and
equipment-from boats to cameras


## WAMTED



## IRWIN JOHNSON

alias "EarlyWorm"

## MALE <br> D. J.

18 YEARS

## Distinguishing Marks:

Height: 16.9 (latest Pulse Rate)
Weight: Influences 1,707,400 listeners
Size: \#1 D.J. - in Top 10 programs
Characteristics: Sales by reasoning Remarkable results

## WBNS RADIO

CBS = Columbus, Ohio
Pin this up in a conspicuous place.
Collect the rewards.
Notify John Blair


NEW LOOK-The first change in the Farm Journal's logotype in more than 12 years appears on its March issue. The magazine's name appears in two lines of sans serif caps as contrasted with the current single line of caps and lower case.
-that comprise summer living on the "American plan."

- Vogue's "Beauty Book," the annual guide to beauty, will go on sale on Aug. 21. 275,000 copies of the 1958 book will be printed Vogue says, an increase of 75,000 over last year's edition.
will sell for $\$ 1$ a copy
- Harper's Bazaar says its annual spring fashion supplement program will be carried in ten of the nation's leading newspapers. The newspapers are the Albany Times Union, Boston Globe, Bridgeport Sunday Herald, Chicago SunTimes, Detroit Times, Harrisburg Patriot \& Evening News, New Orleans States, New York Jour-nal-American, San Antonio Light and Wichita Eagle. The March issue of Harper's Bazaar will be banded in the participating cities
- A color-sound slide film titled "A Plain Clothes Story" has been produced by the Chicago Tribune in cooperation with the Chicago chapter of the American Institute ing to the Tribune, the 18 -minute film employs "real man-talk" to tell the story of how clothes can work for men.
- A 24-page supplement dealing with the 1958 Japan International Trade Fair will be distributed with

ONLY the RECORD and JOURNAL


Meriden - Wallingford, Conn
Effective, efficient, economical ... that's your advertising in the $\$ 90$-million MeridenWallingford market with the $97 \%$ coverage of The Record and Journal. Reminder: No Hartford or New Haven ABC newspaper has more than 400 daily circulafion in this rich area of nearly 100,000 con. sumers.
The Meiden record and Journal

Meriden - Connecticur Gotional Representatives:
the international edition of the Japan Times on March 20.

- A new plant has been placed in operation to print the expanded three-section Brooklyn edition of the World Telegram \& Sun. The plant can print 60,000 newspapers an hour.
- Candy, books, paintings, place mats and a canvas "money bag" are among the mailings made by WCAU, Philadelphia, to inform agencies and potential clients of new buys on WCAU radio and tv.
- Parents' Magazine is running a contest (which closes April 1) offering $\$ 1,000$ first prize, a tv set and other awards for a slogan expressing the special advertising values of the publication.
- With its February issue, Redbook modified its cover design giving greater emphasis to logotype and the publication's slogan, "The Magazine for Young Adults."
- A special road and traffic information "auto network" has been formed by 31 volunteering Mutual Broadcasting System affiliates as a service to highway motorists. The stations, from Buffalo to Florida, keep motorists informed on road, traffic and weather conditions along more than 2200 miles of highways.
- To celebrate its 100 th anniversary, the Sacramento Bee issued a special supplement, Feb. 3, telling the story of "two editors and a newspaper-of James McClatchy and his son, C. K. McClatchy, and he Bee. In the foreword to the sections, the Bee says it will "tell hrough their stories the struggles and decisions which faced the growing city, the state and the nation during those lusty, building years."
- The Chicago Daily News plans a special frozen foods issue on March 27. "Every angle of this modern industry will be covered
with plenty of mouth-wateroods and home freezers," the News says.
- In its May issue, Good Housekeeping will devote 20 pages to an editorial presentation of the facts on wash-and-wear fabrics and garments. The magazine plans "extensive" promotion efforts around the presentation; it expects that about 75 large department stores will join the presentation. Newspaper advertising has already appeared in the Chicago the New York Times and Women's Wear Daily, the magazine says.
- The Saturday Evening Post's 1958 selling plan for home builders is being distributed to more than 6,000 manufacturers of building materials and equipment, model home builders and agencies Post advertisers will benefit from a new promotion rule which requires participating builders to use a minimum of 25 Post-advertised products in their model homes a the time of the promotion. The participating builders will be featured in a page ad in the May 17 issue of the magazine.
- Parents' Institute. New York has released a 100 -page kit designed and prepared by its merchandising department which points up the acceptance and use of the Parents' seal as a selling force by department stores and supermarket chains. Included ar 98 reproductions of newspaper ads and data on the growth of news paper tie-in linage bought by retailers during the past decade roe E Michels, promotion Manag er, Parents' Magazine, 52 Vander-


NEW 'LOOK'-The architect's drawing of Look's new building in Des Moines is shown here. The structure will contain $160,000 \mathrm{sq}$. ft . of space, more than three times the size of the present Look quarters. Construction of the building, which cost more than $\$ 2,000,000$, is expected to be completed some time next fall.
bilt Ave., New York.

- Department of New Laurels: Architectural Record carrie 281 pages of advertising in its February issue-an alltime high for architectural magazine advertising in February, Architectural Record reports. The 281-page total represents a $5.2 \%$ gain over the
previous February high for archiprevious February high for architectural magazine advertising, set
Dy Architectural Record in 1956 . The spring issue of Disneyland
Holiday, out March 1, will contain Holiday, out March 1, will contain more total pages and linage than any of the magazine's previous editions. The issue, the fifth edition of the quarterly tourist-vacation magazine published by Disneyland Inc., will contain 24 pages and $80 \%$ more linage than the corresponding issue in 1957.
Coronet reports that its February circulation is $3,200,000$-the highest in the magazine's history. Also, the issue carries 40 pages of advertising, the highest February in both advertising pages and dollar volume in Coronet's history
Sports Afield closed the first quarter of 1958 with a $5.8 \%$ gain in linage over the same quarter in 1957.

The circulation guarantee for '58 for Young New Yorkers, which started with 50,000 in November ber, is now at the 67,000 mark for the January issue, the publication reports.
Town \& Country reports a $17 \%$ gain in linage for the February issue over the same issue in 1957.
The Saturday Evening Post hit new alltime high in circulation$5,755,000$, with the Feb. 8 issue The previous high was $5,705,000$ for Jan. 11. The present rate base be increased to $5,600,000$ on July be increased to 5,600 ,00
19 , the magazine says.
19, the magazine says
A record 300,000 teen-age students in home economics classes and their teachers have received the February issues of Co-Ed and the Practical Home Economic Teacher Edition of Co-Ed. The combined issue contains a total of 184 pages. Co-Ed includes 31 pages of advertising; the teacher edition contains 60 pages.
During the first quarter of 1958 Field \& Stream carried more ad vertising linage than in any comparable period in the magazine's history. Each of the three issue set allitime linage records for comparable issues. The total for the three months was $9.1 \%$ over the same period in 1957
The Columbus Ledger-Enquirer topped every daily in the nation in promoting National Newspape Week last October, according to Richard H. Miller, assistant general manager of the California Newspaper Publishers Assn. and chairman of the contest committee of the Newspaper Assn. Managers. Among weekly newspapers, the Herald Tribune, Chester, IIl., was first.
Redbook's February issue carried $\mathbf{2 8 . 6} \%$ more display linage than the corresponding issue last year. WRCA-TV chalked up audience gains in January-increasing its nighttime audience $21 \%$ and the daytime audience $16 \%$ over the same period last year, according to the American Research Bureau
report for January
The spring issue of Bride's Magazine carries 207.9 pages of adver-tising-an increase of $7 \%$ ove spring of 1957 -and gross ad rev enue of $\$ 444,000$-an increase of $17.4 \%$ over the same issue las year.
Argosy's all-editions linage tota for the first quarter of this year is up $14.5 \%$ over the first three
ports. Revenue for the same period increased $22.1 \%$, with the January issue netting the biggest issue gain in the quarter- $52.9 \%$,
Your New Baby's linage was up $13.2 \%$ for 1957 over 1956 -the biggest linage gain in the baby field, the magazine says. The first quarter of 1958 showed a gain of $13.3 \%$ over 1957. Baby Care Manual, which had its biggest year in 1957, has completed a recordbreaking 1958 first quarter with a $331 / 3 \%$ increase in linage and revenue over 1957. Both are pub lished by Parents' Institute. \#
Heublein Launches Sizzl-Spray Heublein Inc., Hartford, Conn., will start distribution of SizzlSpray, a new aerosol barbecue sauce, in San Antonio, Dallas and Fort Worth in April. Expansion then will be to the West Coast, and the product is expected to be in national distribution by June. Advertising and promotion is planned a product of Heublein's Anderson months of 1957, the magazine re- Foods division.

Wittick Wins New Account advertising and promotion for the Walter S. Chittick Co., Philadel- National Accident \& Health Insurphia, has been named to handle ance Co., Philadelphia.

visual communications specialists

We are Masters of all Visual Communication Techniques, fully staffed with creative consultants
and with complete facilities (all and with complete facilities (all for you in the visual selling feld
cheative art stude - siluseneen TYPE \& LETIEMPRESS - B00X BINDIW CHARTS \& MAPS - EXHIBITS \& DISPLAY


304 east 45th street. 304 east 45 th street.
New York $17, \mathrm{~N} .7$.

THE TRADING STANMP:

## It helps curb inflation by holding food prices down

Trading stamps are simply one of many competitive tools. Like anything else which exerts competitive pressure, trading stamps act to hold prices down and thus help curb inflation.

In a study of the effects of trading stamps on food prices in supermarkets conducted by marketing experts of a large state university, they found no evidence that stamp stores as a group charge higher prices than non-stamp stores. On the contrary, they found that stamps work to hold prices down in two ways:

1. Stamps have an active, competitive effect on non-stamp stores. This may result in the non-stamp merchant cutting some prices and offering giveaways or other inducements to gain customers.
2. Stamp stores, on the other hand, must
also keep their prices competitive if they are to gain the increased business volume that stamps can provide.

The outcome is that whether a supermarket gives stamps or doesn't give stamps, the stamps help hold prices down in either case. In these inflationary times, our economy needs every competitive tool, like the trading stamp, that it can get, because competition is the greatest single anti-inflationary force at work.

REFERENCE: "Trading Stamp Practice and Pricing Policy." Dr. Albert Haring and Dr. Wallace O. Yoder, Marketing Department, School of Business, Indiana University.

[^4]Outdoor Sales in '57 Were Up 5\%, OAI Reports

(Continued fram Page 2) displaced Jos. Schlitz Brewing Co from third place, the latter dropping down to 15 th position with an expenditure of $\$ 1,529,722$, a cut of $\$ 2,320,133$

$\$ 3,849,855$ $\$ 3,849,855$. Coca -Cola Co again took fourth place, with an expenditure of $\$ 3,-$ place, with an expenditure of $\$ 3,-$
406,400 , compared with $\$ 3,435,101$ in ${ }^{406,500}$.
Distillers Corp.-Seagrams Ltd moved into fifth position from seventh, displacing Shell Oil Co., which moved into seventh place. Seagram's '57 outdoor outlay was $\$ 3,222,435$, up $\$ 307,071$

- Schenley Industries (listed this
year as Affiliated Distillers Brand Corp., the legan of Schenley that places the company's outdoor advertising), company's outdoor advertising), noved replacing Apheuser-Busch which moved to third place - Schenley in '57 spent $53,153,05$. Sn crease of $\$ 401,330$ over its' 56 outcrease of $\$ 401,330$ over its ' 56 out-
lay of $\$ 2,751,726$.
Seventh place was taken by Shell Seventh place was taken by Shell
il Co ., in fifth place in '56. Shell Oil Co., in fitth place in '56. Shell
spent $\$ 3,119,194$ in 57 , compared with $\$ 3,278,671$ in ' 56 .
National Dairy Products moved into eighth place from 31st, tak ing Schenley's former position in '56 it spent $\$ 872,856$ and in ' ${ }^{5} 7$ increased its budget $\$ 1,989,118$, to 2,862,074.
National Distillers Products Corp. moved into ninth place from $\$ 2,582,384$, compared with $\$ 1,916$, $\$ 2,582,384$, compared with $\$ 1,916$,
723 . Tenth place was taken by Falstaff Brewing Co., which was 11th in '56. Its '57 outdoor investmen Was $\$ 2,204,878$, compared with $\$ 1$.
914,094 in 56 . 914,094 in '56. \#


Almost everybody of
importance in
advertising and
markefing reads
 and uses

## The ADVERTISING MARKET PLACE

## Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $\$ 1.25$ per line, minimum charge $\$ 5.00$. Cash with order. Figure all cap lines (maximum-two) 30 letters and spaces number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date. Display Classified Rates: take card rate of $\$ 17.75$ per column inch, and card discounts, size and frequency apply

## I am enclosing s

My Name Street City , THE ADVERTISING MARKET PLACE ADVERTISING AGE 200 E. Illinois St. Chicago, Illinois

100 Largest Users of National Outdoor Advertising in 1957
Source: Outdoor Advertising Inc. These are estimated figures based on information obtained from available sources.

|  | 1957 | 1956 |  | 1957 | 1956 |
| :---: | :---: | :---: | :---: | :---: | :---: |
| 1. General Motors ....................... \$ | 8,699,214 | \$10,945,254 | 52. Sun Oil Co | 556,740 | 559,180 |
| 2. Ford Motor Ce. | 6,649,669 | 5,598,005 | 53. Jackson Brewing Co. | 548,530 | 492,955 |
| 3. Anheuser-Busch | 3,657,259 | 3,049,049 | 54. Admiral Corp. | 542,808 | 279,773 |
| 4. Coco-Cola Co. | 3,406,400 | 3,435,101 | 55. Canada Dry Ginger Alo ... | 525,040 | 492,938 |
| 5. Distillars Corp.-Seagrams | 3,222,435 | 2,915,364 | 56. Continental Oil Co. | 524,296 | 455,470 |
| 6. Affiliated Distillers (Schenley) .. | 3,153,056 | 2,751,726 | 57. International Harvester Co | 499,855 | 472,496 |
| 7. Shell Oil Co. | 3,119,194 | 3,278,671 | 50. Richfield Oil Corp. of N.Y. | 488,000 | 385,011 |
| 8. Notional Dairy Products | 2,862,074 | 872,856 | 59. J. A. Folger | 486,778 | 380,320 |
| 9. National Distillers | 2,582,384 | 1,916,723 | 60. Papsi-Colo Co. | 482,876 |  |
| 10. Folstaff Brewing Co. | 2,204,878 | 1,914,094 | 81. Corling Brewing Co. | 434,968 |  |
| 11. Wm. Wrigloy Jr. Co. | 2,178,904 | 1,968,786 | 62. Socony-Mobil Oil Co. | 427,347 | 308,107 |
| 12. American Oit Co. | 1,916,951 | 1,689,189 | 63. Crown Zellerbach Corp. | 424,101 | 397,670 |
| 13. Thee. Hamm Brewing Co. | 1,855,787 | 1,553,845 | 64. Drewrys Ltd. U.S.A. | 411,754 | 388,040 |
| 14. Gulf Oill Carp. | 1,008,558 | 1,778,974 | 65. Phillips Petroleum Co. | 409,420 | 461,456 |
| 15. Jos. Schlitz Brewing Co. ........ | 1,529,722 | 3,849,855 | 66. Jacel Ruppert | 408,220 | 437,714 |
| 16. Texas Co. | 1,518,789 | 766,706 | 67. U. S. Tobacco Co. | 397,000 | 358,650 |
| 17. Stondard Oil of California | 1,516,944 | 1,231,681 | 68. Lone Star Brewing Co. | 394,088 | 337,187 |
| 18. Eiso Standard Oil Co. ........... | 1,505,452 | 1,244,889 | 69. Minneapolis Brewing Co. | 387,485 |  |
| 19. Lucky Loger Brewing Co. | 1,482,126 | 1,063,747 | 70. Dr, Pepper Co. | 380,146 |  |
| 20. General Tire \& Rubber Co. ..., | 1,379,135 | 1,308,415 | 71. Pearl Brewing Co. | 375,641 | 347,052 |
| 21. Chrysler Corp. ...................... | 1,333,508 | 1,250,752 | 72. Signal Oill Co. . | 369,166 | 291,488 |
| 22. General Foods Corp. ............... | 1,283,781 | 919,727 | 73. W. E, Long Co. | 368,479 | 238,418 |
| 23. Continental Boking Co. ......... | 1,146,900 | 687,357 | 74. Howard Johnson Co. | 362,732 | 315,489 |
| 24. Liebmann Breweries | 1,133,935 | 909,662 | 75. Libby, McNeill \& Libby | 356,629 |  |
| 25. Standard Oil Co. (Indiana) ...... | 1,123,356 | 1,016,094 | 76. Standard Brands | 346,140 | 323,105 |
| 26. F. M. Schaefer Brewing ............ | 1,041,861 | 913,971 | 77. Trans-World Airlines | 341,125 |  |
| 27. Miller Brewing Co. | 1,009,126 | 896,907 | 78. Carnation Co. | 340,829 |  |
| 28. Colifornio Packing Corp. ........ | 996,643 | 922,983 | 79. Rolston Purino Co. | 332,207 | 394,874 |
| 29. P. Ballantine \& Sons | 995,553 | 788,584 | 80. Cities Service Co. | 322,087 | 363,382 |
| 30. Morton Salt Co. | 975,718 | 453,735 | 81. Sicks Seattle Malting \& |  |  |
| 31. American Bakeries Co. ........... | 956,687 | 661,071 | Brewing Co. | 303,747 | 378,674 |
| 32. American Tobacco Co. | 953,341 |  | 82. Curtiss Condy Co. ...... | 300,000 |  |
| 33. Sincloir Refining Co. ............... | 945,302 | 1,043,394 | 83. Genesee Brewing Co. | 275,225 | 268,630 |
| 34. Atlantic Refining Co. ............... | 878,528 | 798,468 | 84. Standard Oill Co. (Ohio) | 273,881 | 263,784 |
| 35. Philip Morris Inc. | 865,308 | 500,220 | 85. Griesedieck Brothers Co. | 269,953 | 269,458 |
| 36. Pabst Brewing Co. | 858,371 | 730,823 | 86. Krueger Brewing $\mathrm{Co}_{0}$. | 269,467 |  |
| 37. Tidewater Oil Co. .......no.nome.e. | 839,310 | 526,715 | 87. Bristol Myers Co. ...... | 269,232 |  |
| 38. Richfield Oil Corp. (Cal.) ........ | 800,347 | 729,135 | 88. Dormeyer Corp. .... | 253,597 |  |
| 39. Olympia Brewing Co. ............ | 780,000 | 680,880 | 89. Goebel Brewing Co. | 252,997 |  |
| 40. Studebaker-Peckard Corp. | 775,704 | 1,532,891 | 90. E. I. du Pont de Nemours | 244,000 |  |
| 41. Ward Boking Co. | 773,703 | 274,080 | 91. General Electric Co. ....... | 243,482 | 316,792 360,143 |
| 42. Swift a Co. | 731,383 | 1,290,619 | 92. C. Schmidt \& Sons ... | 241,081 |  |
| 43. Brown-Farman Distillers Corp. .. | 704,311 | 703,405 | 92. C. Schmidt \& Sons 93. Drake Bokeries | 241,081 239,500 |  |
| 44. Hirom Walker-Gooderham \& Wor | rts 671,442 | 1,104,376 | 93. Drake Bakeries | 239,500 |  |
| 45. Quality Bakers of Amerita ...0 | 664,658 | 649,228 | 94. Ohio Oil Co. | 235,926 |  |
| 46. Interstate Bokeries Corp. ....... | 654,348 | 1,177,043 | 95. Mogen Dovid Wine Corp. ........ | 234,213 |  |
| 47. Duquesne Brewing Co. ........... | 650,000 | 500,000 | 96. Glenmore Distilleries | 229,300 | 254,230 |
| 48. Thomas J. Lipton Co. ............... | 650,000 | 510,000 | 97. Publicker Industries | 228,443 | 430,438 |
| 49. Seven-Up Co. ... | 636,418 | 573,861 | 98. George Wiedemann Browing Co. | 228,033 |  |
| 50. D-X Sunray Oil Co. ............... | 574,103 | 462,803 | 99. Sofeway Stores | 226,250 | 793,222 |
| 51. Stroh Brewery Co. .................. | 560,936 | 488,768 | 100. Frito Co. | 225,086 |  |

Trailer Viewers Increasing An average of $159,000,00$ $0 \%$ more than in 1957 -will see advertising in motion picture theaters in 1958, the Theatre-screen Advertising Bureau predicts. More than $95 \%$ of all drive-in theaters
and $80 \%$ of conventional theaters $/$ segments on "Arthur Godfrey \& now show ads on a weekly basis, his Friends" (CBS) morning show formation director of TsAB.

Mogen David on Godirey Mogen David Wine Corp., Chi-
aill use 26 weekly 15-minute

## THE INQUIRING ADVERTISER:

## "What's Wrong With My Sales Approach ?"

Answered by Bert Ferguson and Harold Walker, of Radio Station WDIA, Memphis QUESTION: I'm missing sales in the Memphis market. What's serong with my sales approach?

Mr. Ferguson: You can be missing high volume saes in Memphis, if you haven't re-
alized that the Negro population makes up over $40 \%$ of the Memphis trading area! Mr. Walker: And you're missing high volume sales... and profts, if you haven't realized that with WDI, the Arsst radio
station in the area to program exclusively oo Negroes, you can sell this Memphis Negro marke as a unill
Mr. Ferguson: The low percentage of television ownerhip among Negroes and low Negro newspaper reader shfectively through these media!
Mr. Walker: You don't reach this market with any other radio station either, since Memphis Negroes listen first
and foremost to WDI. Within one and foremost to WDIA. Within one
year after its change to exclusive year atter its change to exclusive
Negro programming. WDIA jumped
to first position in overall audience of irst position in overall audience
in every rated time period-and it

has remained in the top bracket as | has $\begin{array}{l}\text { the } \\ \text { since! }\end{array}$ |
| :--- |

Mr. Fergusan: WDIA's all-Negro staff tailors its pro-
gramming exclusively to the Negro's particular taste and exercises an unmatched personal appeal mand his loyal listenership. $A$ perses responsive listenership which wielde a purchasing power of well over

Mr. Walker: With an annual earning power of \$616.29, 100, Memphis Negroes spent,
of this income on consumer goods.
 Mr. Ferguson: And WDIA, with the
only 50,000 watt area, combines power, cover in the following to deliver, this Memphis market to you as a unit. It's a ready-
made, sales-responsive market Mr. Walker: A high volume market
which buys $47.3 \%$ of the bread sold
$52.5 \%$ of the shortening . . $52.9 \%$ of the in Memphis ... 52.5
Mr. Fergusion: The Negro has become a vital contributwith its ateadily increasing industrial and growth. He is elevating his standard of living ... he is buying more consumer goods.
Mr. Walker: He is buying more because he is earning
more! The Memphis Negro has a higher comparabe in more! The Memphis Negro has a higher comparable intry. According to a recent 120 -city survey by one of the country's largest corporations, Memphis with $\$ 38.79$ of Negro income for every $\$ 100$ of white income, ranks firsi in ratio of total Negro to total white income. That's three times the average of comparable Negro income in
Philadelphia...almost five times the average in New York!
Mr. Ferguson: For scores of such year-
round national advertisers as Colgate,
round national advertisers as Colgate, and Nabisco, WDIA's unique, hardhitting salesmanship delivers high vol--
ume sales and profits unmatched by any other mediym in the area!
Mr. Walker: WDIA can create the same high volume sales for your product. Within its coverage area are lation of the United States! -
Mr. Ferguson: And remember again: WDIA can deliver Mr. Ferguson: And remember again: WDIA can deliver
this market to you as a unit! Write us today. Let us
know what product you want to sell. Mr. Walker: We'll
create sales for you ... In this solid soung how we can create sales for you, .. in this solid Southern market!
WDIA is represented nationally by John E. Pearson
Company

P. A. (BUDDY) SUGG will become head of the owned stations and spot sales division of NBC, New York, on April 1. He formerly was exec vp of WKY-TV, Oklahoma City

Help Wanted Ads Off $36 \%$; Short-Term View 'Grim.' Says 'Trend'
Philadelphia, Feb. 26-Reflecting the sharp rise in the nation's unemployment figure, help wanted advertising volume in January was $36 \%$ below the January, 1957, figure, according to "Help Wanted Trend," monthly newsletter on major labor market developments. It says the January volume was 546,984 ads, compared with 860,079 a year ago. This is only a shade above the January, 1954, volume of 545,643 , which was the lowest figure shown in the newsletter's recapitulation of the last eight Januarys.
Hardest hit among the big markets is Cleveland, where January help wanted ad volume was off $61 \%$. Baltimore was off $55 \%$; Decago $44 \%$ and San Francisco $\mathbf{4 2 \%}$.

- "With the present month of February historically a poor month for help advertising, and with unemployment already estimated at is obviously short-term outlook is obviously grim," says "Trend." Brightest hope for a break, "Trend" speculates, is the increase in ads for engineers and technicians in the missile field. "Trend" belleves it win take anywhere from six months to a year, after the engineers have been recruited, before large-production hiring will
begin. begin.
"If the demand for engineers continues, help wanted advertiswhere our electronic industries are Where our electronic industries are nois, Indiana, Massachusetts, Michigan, New Jersey, New York, Michigan, New Jersey, New York, Ohio, Pennsylvania . . ." says the
B. K .
B. K. Davis \& Bro. Advertising Service, Philadelphia, publishes


## Federal Cigar Features

Contest in Test Drive
Federal Cigar Co., Red Lion, Pa., has launched a test radio spot campaign for its Red Dot cigars in Toledo and Denver backed by a newspaper contest offering 1,000 Red Dot cigars to the listener who comes closest to guessing the correct number of dits and dots used on Red Dot radio commercials. From the test cities, the campaign is expected the mp Atlontic sea Carolina, and up the Atiantic seaboard reaching New York probably in the early fall.

In addition, an $11 \times 16^{\prime \prime}$, four color counter display featuring "Win 1,000 Cigars and holding a box of Red Dot cigars and a pack of tipon contest entry blanks is being sent to dealers. The objective is to get more customers into cigar tores to get entry blanks, to get dio mpots, and to tive both customers and dealers a chance to win duplicate prizes. Rockmore $\mathbf{C o}$. is the agency.

Bulb Growers Plan Quiz
Associated Bulb Growers of Holland will run a "Name That Flower contest during the fall bulb buying season this year. Contestants match the correct names of 25 varieties of bulb flowers with photographs of the flowers, and complete the sentence, "I will plant Dutch bulbs this fall because Prizes will total $\$ 10,000$; the first prize a Holland vacation for two. Entry blanks will be available only through dealers, and those dealers whose customers win the top three prizes will get duplicate awards. Magazines and newspapers in 42 markets will be used, augmented by a full run of merchandising aids. he ageney Cairns, New York, is

Venard, Rintoul Adds One
Venard, Rintoul \& McConnell, New York, has been appointed nawCOV, Montgomery, Ala, repres for ing Adam Young Ine Ala., replac ing Adam Young Inc.


## How to open doors and find money

... thanks to Alr EXpress with Extra-Fast DellveryI

Hear about the Californian who dared to dig for gold in - Florida?

From his plant in the West, this manufacturer bid on the job of custom-designing door locks for a fabulous Miami hotel. He had to race against an early opening . . outservice local competition . . . stretch the hours to cover plans, changes, and shipment across the continent. Yet this manufacturer locked up the business by using Air EXpress every step of the way.
That's the beauty of Air EXpress. It multiplies your chances to open doors, and close sales anywhere in the country. For Air EXpress is the only complete door-todoor air shipping service to thousands of U. S. cities and towns. It offers you extra-fast pick-up with 13,500 trucks, many radio controlled-plus 10,212 daily sched-
uled flights - plus a nationwide private wire system. Yet, sending most of these shipments Air EXpress is inexpensive. For instance, 10 pounds, San Francisco to Miami, with overnight delivery, costs only $\$ 9.54$ door-to-door! Explore all the facts. Call Air EXpress.


GETS THERE FINST wia U. S. SCHEDULED AMRLMES


JOHN BURGOYNE
Outsixe drinking glasses seem to be catching on in our circle of acquaintances to a degree nothing short of alarming. The big reason for the growing popularity of these
giant mugs is obvious. You don't giant mugs, is obvious. You don't elbow there's a feller partial to ellow, theres a feller partial to
olives, cherries, pickled onions and other such frequently submerged delicacies with a real long face as result of this trend.


Somehow he managed to get his whole kisser caught while making an abortive effort to inhale a cherry When he exhaled a holler for help he emerged from the glass with sound like the cork leaving a champagne bottle in a noisy bistro. But enough about the monkey-face man down at the end of the bar.

## * * *

The number of cold remedies on the shelf of the self-service drug store makes it tough for an infected customer to make a selection. And ning a race with his nose to wet hi shirt front until it sticks to his sore chest it's a selection that might be made hazily. A leader in this field with a yen to stay on top keeps $\varepsilon$ close watch on the movement of these products by using Burgoyne's reliable research service in six major test cities. The facts he gets help him spend advertising dollars with : result-getting precision his compet-
itors have learned to regard as deaditors have learned to regard as deadof sneezers come his way unerringly. If they don't see his product through watery eyes they always cough the sound of it loud and strong.

Burgoyne's facts are reliable-and they come from trained researchers living in-and permanent panels of
stores located in-recognized test stores located in-recognized test
markets that measure the pace of America's money spenders. Burgoyne's work is thorough, more penetrating, fast and always accurate. Because he's ready-to-go in more than forty excellent test markets spread from coast to coast and organized to do a fact-finding job it's economical to use Burgoyne too!

So If your profit-maker in the food or drug field needs watching on measuring-if you want to know your competition-if you want facts about it you can rely upon-and safely project-call Burgoyne. Call on an organization that defines its operation as accurately as it digs: facts. Why gamble? Why guess? are the very best! Get him on the are the very
line-NOW!

'Plan for Posterity, Morton Simon Urges Agency Executives
Philadelphia, Feb. 25-Advertising agency heads are so busy with day-to-day affairs they often neglect the proper planning so necessary to the survival and prosperity of their operations, Morton and legal expert in advertising matters, told the Continental Advertising Agency Network at its annual convention here
Urging agency executives to look o their estate planning as "a stitch in time" if they are to hold on to delay.
Such planning, he said, could help minimize taxes and leave the estate and agency in a valuable and practical condition for the executive's family and for the agency team

- Pointing out that during the past year or so advertising agencies have been showing a trend toward increased legal involvements, Mr . Simon said the trend appears to be snowballing.
Such legal actions, he said, are often constructive and worth while. For example, he warned agency owners to act beforehand in the matter of account men leaving and taking accounts with them.
"More and more [agencies] now requiring their employes to ign restrictive covenants agains the day when the happy marriage enters the divorce stage, he handle this prospective situation I recommend it to you." \#


## ABC Sells '26 Men'

in Eight Markets
R. J. Reynolds Tobacco Co.
Winston-Salem Winston-Salem, has signed for alternate-week sponsorship of "26 Men," an ABC Film Syndication series, for Winston cigarets in is William Fsty Coets. The agency is William Esty Co. Donovan Cof fee (Frank B. Taylor Advertising) has purchased 26 men" for weekkets.
The
The film's background music has been published on sheet musi and recordings. It is available in a premium item and also is being sold in stores.

Sylvania Changes Name of Radio-TV Set Division
Sylvania Electric Products Inc, Batavia, N. Y., has changed the vision to radio and television ditronics, a division of Sylvani Electric Products Inc. The division is located in Batavia.

The name was changed to allow for future expansion beyond the present products-radio, televi sion, phonograph and tape recording machines.

## Rubicam Promotes Arizona

Raymond Rubicam, retired head of Young \& Rubicam, now director nix, Ariz., has made use of the bank's annual report to promote the state of Arizona. An eight-page insert in the report points up the scenic, climatic, cultural and rec reational advantages of the state, and includes a full-size road map of Arizona. The report with inser consists of 28 pages in color.

Cities Service Sets Push
Cities Service Oil Co. will use newspapers, trade publications outdoor, radio and television to promote its antique automobile color print promotion. Authentic reproductions of classic cars are offor framing. The ad push will confor framing. The ad push
tinue through April 19.

Advertising We Can Do Without . . . No. 40

## MONTHLY PURCHASING GUIDE

 тоINSTITUTIONAL MANAGEMENT

## 

## Salas Ner

1is. Bilcing mabino
te porto, Intima
Dear Sir:
of thon fencorizor for a procuot roviev in our pabilatilion.
Callup and Robingog, an advort ising roooaroh aut hor fity


 techinguen ina vicor

Vie aro cortain yau will talm impanato care of product Inourios that vo ny forvard yee throueb ourr inguiry parid ajotes. Ir



$\qquad$
carcinay,
Samard bee
jorard bet fre wis
31/a

NAME DROPPER-James C. Shamo, U. S. Slicing Machine Co., LaPorte; Ind., thinks we can get along without advertising solicitations like this. He thinks the casual reference to Gallup \& Robinson and Advertising Age make this an especial candidate for advertising we can do without, and we agree.

## Regis Films Formed

Shull Bonsall, president of Capi Shull Bonsall, president of CapiRegis Films, a new film distribution company with home offices at 037 N. Cole Ave, Hollywood District sales offices will be loated at 520 N . Michigan Ave Chicago, and 595 Madison Ave New York. The distributor's firs
property, 260 "Crusader Rabbit" color cartoons, currently is in pro duction.

Miller to 'Medical Economics
William J. Miller, formerly with Carl Byoir \& Associates, has joined Carl Byoir \& Associates, has joined
the advertising promotion staff of Medical Economics, Orad
N. J., magazine for physicians.

Ice Cream Spending, Publication Reports
New York, Feb. 26-Ice cream makers placed the biggest portion of their advertising dollars- $26.9 \%$ -in newspapers last year, according to a new survey made by Ice Cream Field.
Point of purchase was the second most popular ad medium with a $23.7 \%$ slice of the ad melon Other media used by ice cream makers and their share of the budget were radio, $18.3 \%$; tele vision, $10.90 \%$, and outdoor, $5.2 \%$ The remaining $15 \%$ embraced al other media.
The study also disclosed that the majority of consumers like to buy ice cream in supermarkets and other food outlets-bypassing the old favorite neighborhood drug stores and candy shops, which previously snared most of the sales.
Ice cream makers last year channeled an estimated $54 \%$ of their production to supermart and other food stores. The in-
dustry's 1957 output approximated dut,675,000 gals. \#

Tea Group Reelects Smallwood Increases Promotion Budget
Robert Smallwood, board chairman of Thomas J. Lipton Inc., has been reelected chairman of the Tea Council of the U. S. A., for his sixt consecutive term.
Tea imports in 1957 increased to $107,000,000 \mathrm{lbs}$. from the 101,600, 000 lbs . imported in 1956. The council's promotional budget for 1958 will total $\$ 2,250,000$ compared with an
$\$ 1,250,000$

Storer Earnings Up
Storer Broadcasting Co., Miami Beach, reported net earnings fo a net of $\$ 5.517,206$ in 1956 . Earn ings for 1957 included 1956. Earn ings for 1957 included a net capital gan of $\$ 2,621,496$ from the sale of stations in Birmingham, Ala.; M1-
ami; and Portland, Ore., during the ami ;
year.

Whiteman Opens Rep Office
Richard Whiteman has resigned from Capper Publications Inc. to open his own office as a publishers representative
Ave., New York.

##  <br> when INITIAL IMPACT counts!

expert engravings can make good advertising look better... do a better selling job!

Advertising Age, March 3, 1958

## AdTax Ban Bill Passes;McKeldin Signature Due

## advertisers with other busine

 generally for local tax purposes." According to Joseph Sherbow attorney for the Maryland Adver-tising Council, who came to Antising Council, who came to Annapolis to demonstrate the historic
and current necessity for an adand current necessity for an ad-
vertising tax ban, this is the second time in Maryland history that advertisers were restricted by special axation. Back in 1764, King George III and Parliament imposed an advertising tax against the American colonies. The Maryland Gazette ne of the nation's first newspa pers, successfully led the colonia fight against the tax
pealed one year later.

- Meanwhile, the leading complainants who are challenging the egality of Baltimore's advertising effect Jan. 1, plan to pursue their arguments, when the case comes taxes declared unconstitutional. A. S. Abell Co., pubilsher WMAR-TV; the Baltimore NewsAmerican division of Hearst Consolidated Publications, publisher of the Baltimore News-Post and Sun-
day American, and Hearst Corp., operator of WBAL and WBAL-TV which filed the original suits and are leading in the court fight, decided to definitely see their cases allecting a $4 \%$ tax on advertisers collecting a $4 \%$ tax on advertisers or space or time purchased on 1o-
cal media and a $2 \%$ tax on the lomedia's gross advertising


## ceipts.

- The case was set for a hearing However, the contestants agree that the hearing will have to be moved up in the light of current developments, although no new
lentative date has yet been set or lentative date has yiet been set br
suggested. Meanwhile, ing collected from advertisers and ing coilected from advertisers held in escrow until final court deisions are made. =

200,000 in Selling and Marketing to View
Wired TV Tele-Sell
New York, Feb. 26-Marketing,
management and sales will be management and sales will be
discussed by experts March 4,5 and 6 in the 1958 Tele-Sell and Tele-Manage programs beamed an estimated 200,000 viewers. The three-night program will be seen on closed circuit tv in 62 Morris I Pickus, producer in as sociation with Arthur H. (Red) Motley, publisher of Parade, said the programs will set "a world's record for educational tv" for the number of viewers and outlets. tific findings applied to marketing tific findings applied to marketing, presented during the three 90 minute programs. The sessions wil be sponsored locally in 62 cities be sponsored locaily in 62 cities chambers of commerce and colleges and universities, Mr. Pickus said.
TelePrompTer Corp., New York will handle technical transmission of the program. \#

## AFA Names Taylor

Frank L. Taylor, exec Vp and
general manager of the New York Herald-Tribune, has been appoint ed to the board of directors of the Advertising Federation of America

Harold Rosenberg. Head of Industrial Publications, Dies
Los Angeles, Feb. 25-Harold H Rosenberg, 75, chairman of the
board and founder of Industrial Publications Inc., Chicago, died pital, after an extended illness. Bital, after an extended illness. Born in Liverpool, England, Mr Rosenberg was bre
Following a vari-
ety of jobs, he Leach Co.. Chica go printer and publisher of trade manager of print ing operations in came manager
 the manager of Brick, which be-
came Brick \& Clay Record now published by Industrial Publications Inc., which Mr. Rosenber formed in 1920 .

## He served as

- publised as president and edi or-publisher of the company from when he became board chairman
- Several years before his death Mr. Rosenberg provided for the uninterrupted continuation of Industrial Publications by the creation of a trust under which ownership and control of the stock of the corporation passes to a group of employes.
The company now publishes Practical Builder, Building Supply Clay Record, Building Material Merchant \& Wholesaler, Building Construction Illustrated, Ceramic Data Book and PB Data \& Specifi-

Alden H. Kenyon,
Peck Advertising
VP, Dies at 63
New York, Feb. 26-Alden H (Jack) Kenyon, 63, vp of the Peck Advertising Agency, died yesterday attack.
Born in Boston, Mr. Kenyon was graduated from Harvard and start ed his career in the art department
of a Boston agency now out of business. After experience in other
Boston agencies, he became an adBoston agencies, he became an ad
vertising salesman on the old Philadetphia Record, subsequently be Mr.
James York, and was instrumental in sucweek" coupon advertising in pers.

About 1950 he bought an interest W. Earl Bothwell Inc., and was mesident of that agency at the Newell \& Ganger in 1952.
Mr. Kenyon Joined the latter agency at the time of the merger as chairman of the executive comCo. as a vp and account executive then to Ruthrauff \& Ryan an about a year ago to Peck. \#

Lee Industries Names Schram Lee Industries Inc., Chicago manufacturer of folding chairs and tables, has named Schram Adversing Co., Chicago, to handle it advertising, effective immediately The account bilis about $\$ 25,000$ Ted Fenberg Associates Advertis-
ing, Chicago, is the previous agening,

Jacobson Joins Ritter, Sanford Marvin M. Jacobson, formerly of Mahoney \& Howard, has joined the copy research department of
Ritter, Sanford \& Price, New York.

## Men's Clothing Institute Plans to Continue Ads at $\$ 1,000,000$ Level

Clothing Retailers Told of Share of Market Gain but May Cut Ad Budgets Chicago, Feb. 26-Men's and only recently begun to advertise only recently begun to advertise
heavily their most persuasive product benefits, are going to face severe economic test this year and next,
today.
In a talk before the 40th annual convention of the National Assn. Retall Clothiers \& Furnishers, Gordon Kroenert, ad director Harry Suffrin, Detroit clothing retailer, said that advertising budgets are bound this year because they are the only controllable business expense among many currently rising business costs.

- Management, he predicted, is go ing to steer away from impact ad-
vertising and try more "shirt vertising and try more "shirt
sleeve" selling; it's going to open more evenings. Retailers will be more cautious in their ad planning and "cut out a lot of fat" in their media schedules, he said.
The eventual general consumer ause mass mira predicted, will dvertisers to that of garment cause, he said, "bsw ty doesn't how any marked difference beween a $\$ 49$ garment and a $\$ 150$

Competition is going to get stiffer, and ad funds are going to be
more stringently administered, Mr more stringently administered, Mr
Kroenert warned. But, he added Kroenert warned. But, he added,
the advertisers now are beginning to enjoy the momentum of promo tion that has "attracted, interested on the street to feel that it profitably pays to dress right."

- The promotion Mr. Kroenert reerred to is the "Dress right-you can't afford not to!" ad and pr
campaign that has been carried on or the past 18 months by the American Institute of Men's \& Boys' Wear (AA, Aug. 26, '57). The
institute spent about $\$ 1,100,000$ in


I'S DAD's FAULT-Dad's attire gets needled in this American Institute
of Men's \& Boys' Wear ad to appear in The Saturday Evening Pos March 22. The ad is one of a series of "scare" ads about dressing correctly. Batton, Barton, Durstine \& Osborn is the agency.
its first year's campaign, which centered in major consumer mag azines with some announcements on "Monitor" (NBC). Batten, Barton, Durstine \& Osborn is the agen-
Contributions to the campaign from the industry segments-the mills, manufacturers and retailers -which were slow to come in during the initial fund drive for the
campaign (AA, March 5, '56), are
now coming in at a steady rate and spending at the rate to continue 000,000 a year on the campaign throughout 1958 and 1959 , accord ing to Louis C. Pfeifle. new presi dent of the institute. The campaign is currently in Life and The Satur day Evening Post.
Mr . Pfeifle
hat institute told Advertising Age dustry reaction to the thus far has generally been very favorable, though he acknowledged some retailers have questioned the wiseness of the frankly negative (Mr. Pfeifle called it "scare") vertising the institute is using.

- The ad campaign got two shot the arm during the NARCF conClothing When the Amalgamated tributed another $\$ 25,000$ to the ad fund (bringing its total contribu nen Co. announced it plans to use the "Dress right" theme weekly on its Wednesday night fight telecast (ABC-TV).
Michael E. Freeland, institute nembership chairman, cited more than 1,000 requests for an institute booklet on how to dress right, all provoked by a nine-point mention of their availability at the bottom of an ad in The Saturday Evening Post of Jan. 25.
The booklets are part of a promo tional campaign supporting the ad drive. Mayer \& O'Brien, Chicago, handles the institute's pr
- Evidences that the campaign is selling men's and boys' wear, M Pfeifle pointed out, are Departmen of Commerce and Dun \& Brad street reports of late last year in dicating that the indus ry has im proved its position in share of con-


## sumer dollar

As for the recession, Mr. Pfeifle said the men's and boys' wear in drop being experienced by the auto and appliance industries.
He said he expects the industry show gains of $2 \%$ or $3 \%$ this

- Newly elected president NARCF is Herman Rapoport of th Quality Shop, Portsmouth, Va., who succeeds Harry Clarke of Clarke's, Tulsa, Okla. A new vp is Arnold Michaels of Grodin's, Oakland, Cal John W. Swanson of Nebraska Clothing Co., Omaha, vp; Gerald D Grosner of Washington, D.C., treasurer, and Louis Rothschild, NARCF
executive director, retain their posts.

Mr. Pleifle, who joined the American Institute of Men's Boys' Wear Feb. 1 as general manager (AA, Feb. 10), has added th duties of president. In the latte post he succeeds Francis De Wit Pratt, who is now a consultant the institute. \#

Collins /oins Merchandising Factors as Creative Head

Bradford Collins, formerly a vp Francisco, will join Merchandisin Factors, San Francisco, March 15 as vp and creative director. Mr Collins joined Brisacher, Wheeler \& Staff in 1950. Following the merger of Brisacher, Wheeler and Cunningham \& Walsh in 1957, Mr. Colling was elected a C\&W vp.

## Mutual Adds Stations

WHOO, Orlando, Fla., and WAKU, Latrobe, Pa., have affiliat ed with the Mutual Broadcastin system. Mutual has not had an out let in Latrobe previously and had months. Station WHOO already is affiliated with ABC.


IOHN M. TYSON JR., formerly a mareting executive with Leo Burnett , has joined McCann-Erickson, hicago, marketing director and

## FCC Defers to

Congress, Delays Pay TV Tests

Washington, Feb. 27-The Fedral Communications Commission announced today that its test of pay has more time to decide whether it Noting that two congressional committees have adopted resolutions calling on the commission to urn the pay tv problem over to processing the commissplications will not begin until after the present session of Congress ends.
Under a plan adopted by the commission last October, the processing of pay tv applications was here have been a barrage of antipay tv bills introduced since Congress returned in January, and the Senate and House committees on interstate and foreign commerce

- While the commission's action oday bows to the demands of the ongressional committees, it also puts the committees on notice that dhe commission will not wait inon by the full Congress. The report noted that both comnittees have indicated they intend o have hearings on pay tv in the sion wants to maintain the status quo until the Congress acts or until it becomes reasonably evident that o action can be expected.
- Meanwhile there were signs that ffort to kill pay tv will face a hard ight in the Senate. A resolution against pay tv was strongly opposed by a large minority in the comnittee on interstate and foreign commerce. In addition, there was speech on the Senate floor today by Sen. Russell Long (D., La.) dustry is over-playing its hand in organizing public opposition to pay

He reported that over 12,000 postcards descended on his office after KNOE-TV carried a broad cast warning that the public migh

## The Advertising Market Place

 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication
dote. Display clasified takes card rate of $\$ 17.75$ per column inch, and card

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6 MONTHS EN


## COPYWRITER DIRECT MAIL

FOR: Internationally known prestige publiahing nirm located in Chi go orea oppliconts
capable of;

- creating complete direct moil pieces for monthly mail order sumer list
- determining and writing mon effective copy opproaches for wide variety of tilles
- working with ortist on layout should have.
- minimum of three yeors proven by mail
- ability to write letters that are persuasive, believable and in will bet
- paid in aceordance with ability and experience
- astociatod with progrossive, ex panding prostige firm that offers liberal fringe benefith and pleasent surrounding.
- letter and confidential resumb,
including salary desired

SOX 936, ADVERTISING AGE 200 E. Illinois St., Chieago 11, illinols

Written for Industrial

## Executives

"Sales Strategy" should be of interest to the Advertising profession . .. as pointing the only policy of gearing in Advertising with Sales to produce Cbeckable results ... This is the major challenge all advertising agencies are now facing, and that Industry is demanding.
Price. ..... $\$ 2.50$
DES ARC PRODUCTION DVERTISING AGENT

 Cor golid established trade jourral in ex-
change for introduction to muccessful
 Detailed personal remume malled to bon
fide chicabo area intereste upon reque
$\rightarrow-a$ story of action and profits. Hox 1308, ADVERTISING TECBNICAL EDITOR
Seekz poition with Pub., Mfr. or Ad
Agency- 5 yrs. exp. with, nat'. builder's pub.-5 yri. in Arch. field. 1300, ADVERTISING AGE
200 E. Minols St., Chicago 11, Ilinols Copy RELD FouTE IN CLEVELAND
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200 E. IIInols St., Chicazo 11, IIIno

ecutive $4 \AA$ experience background plus
agency. Single; 27 ;ect.
allege
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480 Lexingto Ave, New Yis Spaee Salesman Avallable. 6 year, , rade
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## fom vigualleative layout

 led experience on consumex, trade, buri-ness papers and Farm. Outatindig
knowledge of ectronics and hi-idelity.
Chicago Unveraity courses on the Crea-
tive course. For more contact:
Box 1314, ADVERTTSING AGE
000 E. Tlinols Sk. Chicago 11 , Ilinols $\frac{200 \text { E. Illinois 8t, Chicago 11, Ililinots }}{\text { CREATIVE-CONTACT-Young Mins. }} 10$ yra, promotion writing Experienced in
all phases advtg. \& pubilicity. Loves chal-
lenge. 200 E. Minois ADVERTISING AGE Chicago i1, IIIInois $\frac{200 \text { E. Ilinois St., Chicago 11, Illinois }}{\text { SLEUTH }}$ speech material developed thru reaearch
your own material digeteld Expe-
rienced sieuth will do it for you Commil rienced sieuth will do it firg forted? Expe-
nications know-how. Publishing and promotion background. Expert typist.
Box 135, ADVERTISING AGE
480 Lexington Ave., New York 17, N.Y. LET'S SEPARATET THE MEN FROM. THE
BOYS - NOW THAT IT'8 DIFFICULT TO MAKE sALES.
If you have tough sales problems to solve
I yom your man- 21 y yars experience in I am your man- $\mathbf{2 1}$ years experience in
advertising sales and management for a
prominent national publication-let be-
cause of honest differences of opinion on prominent national
cause of honest dilfer
management policles.
Experience in handling group present Well acquainted throughout the United States and Canada to all levels in busi-
ness and advertising agencles. Seeks an opportunity that calls for hard
work and fa reat challenge-money to Box 13pi6, ADVERTISING AGE
480 Lexington Ave., New York 17, N.Y. Four years experience on dynamic busiFour years experience on dynamic busi-
neil magazine. four more in industry.
College degrees in engineering and buli-

ness fields. Age: early 30. Seelk Chicago | Box 1325 , ADVERTISING AGE |
| :--- |
| 200 E. Illinois St., Chicago 11, Illing |

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Creative, practical, sble to spark and di-
rect large
record-automotive Excellent 4 A agency
arm, home, indus-recold-automotive, farm, home, indus-
trial, construction materials and equip-
ment
200 Box 1328, ADVERTISING, AGE
CREATIVE ACCOUNT MAN AVAILABLE sixteen years in top agencies on copy,
contact, account management for major
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If you want thorough planning and solid follow-through combined with sound cretise sense, write now to Bar 928 , Aover-
ti, Illinois.

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Well establushed, well financed agency with blilinges on sunny side
of $51,000,000$. In Imporiant national of $81,000.000$. In importiant national accounts feels that strength lies In larger operation. Would like to discuse merger with larger, emalier or
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tising Age, 450 Lexington Ave., New York $17, \boldsymbol{N} . \mathbf{~}$.

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 Adeat \& tenaralty. Produch with

## GLADER CORPORATION



## REPRESENTATIVES WANTED



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Well entabished Chichearo Representative firm would wel come the roppresentative
disum our
the mace selling probiems in to to discuss your space seliing problems
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Box 162 , ADVERTIIING AGE
200 E. Iltnois St, Chicaro in, Mlino
200 E. Illinois SL, Chicago II, Illinois
Experienced display
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non Expenetitie, inexpensive store diaplay
compd
med medum ofiert wide area for good extra
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simples nd detale
 Reprenentativeg wanted for ferty
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 REPRESENTATIVES AVAILABLE If you are interested tin productiverepre-
 oldow the man who fits the bill 4 yar
old
trat trade and consumer pubications-present-
IT employed in naid trade in toidd terri-
tory



 Box 1320, ADVERTISING AGE
200 E. Hindis St., Chicaro 11, Illino

 | Box 130, ADVERTISING AGE |
| :--- |
| 200 E. Hinnols St., Chicago 11, IIIInot | BCCT BUSINESS OPPORTUNITIES ECCT. EXECS..ARTISTS., FREELANC.






miscellaneous Get product saturalion eoverage on Radio
GV Givew

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mov. exicutive avaiuste





## FOOD ACCOUNT EXECUTIVE

4A 25 -year-old Cleveland advertising agency has immediate need for food specialist with experience on meat and/or frozen food accounts. Field and marketing experience desirable. Permanent position with good salary and
excellent opportunity for excellent opportunity for grown.

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200 \text { E. Ilinois St., Chicago 11, Illinois }
$$



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advertising and
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and uses
The ADVERTISING MARKET PLACE

## CHICAGO AGENCY

We have spacious, efficient of fice for Account Executive with billing of $\$ 150,000$ or more. Well known agency. \$1,500,000 volume. North Michigan Ave. Excellent Art and Creative Directors, Production, Media, Secretarial and Accounting personnel. Will help you on your present accounts and pitching for new business. Your letter will be held in strict confidence. Our person nel are aware of this ad. Address Box 904, Adverlising Age, 200 E. Illinois St., Chicago.

## FOR PR-PUBLICIT

IN PHILA. AREA
Agencies, companies needing exper
professional aíd on one-shot or conThe Beacon Agency, ine. Western Saving Fund Bldg.
Phila 7, Pa. KInsley 6 .1830

## ARE YOU STRONG

 IN THE FARM FIELD?If so, this 4-A agency in Central Ohio can use you as account supervisor You must, above all, have marketing savvy and be willing to do field work. Our 50 -man agency will provide full supporting facilities. Salary open unusually good growth possibilities. Write in detail.

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## 

## FOR SALE

Profitable outdoor advertising operation in mid-western city Growing volume now at $\$ 100,000$ a year, includes 100 bulletins and complete sign business. A real opportunity

DDRESS BOX 932 Advertising Age
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New York, N. Y

## GIMMICK <br> FOR SALE

If you are a TOP FLICHT agenc Looking for a WATCH accoun Write Box 934 , ADVERTISING AGE

## ADVERTISING

MANAGER WANTED
.an intelligent, personable, young
$(25-35)$ man with demonstrated ex-
(25-35) man with
ecutive ability
to man with the proved capacity
to administer the advertising de-
ance manufacturer in Chicago
a man whose broad experience in
advertising enables him to exer-
cise sound judgment in important
merchandising and sales problems
man spirit needed to move ahead
with a new and aggressive sales team "on the move
Our client is interested in getting just the right man for this important position. We're assigned the job of finding him. Salary open. Excellent employee benefits. Send résumé or phone: Franz, Inc., 221 N. LaSalle St., Chicago. CEntral 6-5025.

SALES PROMOTION MGR. $\$ 8,000-\$ 9,500$
Weil-known space, heating, central heatacturer seeks man with good all-around anckeround. Must be able to plan, create and exeute sales promotion pleces, disocation, Contact me in confidenc Gearge E. Pylkas Ereculive Adrertising Cansulitac
CADILAC ASSOCITES, WC. 20 CADILLAG ASSOCIATES, IWC.


EXECUTIVE OFFICES 3200 Sq. Ft.
Entire Floor
60 E. 56th St., N.Y.C In addition to features Round in pres
 equipped "G.E" Kit., carpeting and
window diruw drapes in all 9 private ofrees. Walaut papelling til large front Exee. omfices, and speeisil wall Walter Oertly Assoc., Inc 274 Madison Ave. MU 3-0391

## ppics <br> photographers OEARBONN $2-1082$

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INDUSTRIAL

Process Color Lithography on
ACETATE
or Plastic
up to 15 point sheel IDEAL for Illuminated Displays, catalog covers, exploded views, window streamers, etc. Exceptional qualitymultiple color work. Send for samples and information. Ph. DElaware 7-4053 The Buhl Press, Inc. 215 W. Ontario St., Chicago 10, III.

HOUBE FOR BALE 2 blocks from train in popular Kenilworth, llinnois. Owner moving to N.... must sell
lovely moder
4 4bedroom brick home in perfect condition. ${ }^{2}$ baths plus 2 half baths, rec room with firepiscca and shower
in bisement. Paneled den , creened porch incinerator, fence attached garase plus
uilta moden kitchen with all new built In equipment, Must see to appreciate.
636 Melrose Ave., Alpine $1-1916, \$ 49,750$.

## ACCOUNT EXECUTIVE

 WANTED(er salall agencey owner)
Very attractive immentato offieri ultimate
parnership opportunity for abie ad man partnership opportunity for able ad man
with minimum $\$ 150,00$ billing. Substan-
tisi, well finances $\$$ ancy 480 Lexington Ave., New York 17, N.

## CUTS $\$ 1.25$ Up to 5 Sq. Inches

Line or haiftone suich mounted.
patt
ServiceWrite stre satifection ouaranteed



> ACCOUNT EXECUTIVE Twent-Ave year old Mlahign Ave
Abency with complete faciute in seeking account man with business Here's your opportunity to increase ductive details and to of non-prosecurity. Owner also willing to offer All replies will be treated inght man. confidenee. Write: Box 933 , Adver-
ising Age, 200 E. IIInois St., Chicago tising Age,
11, Ilinois.

By V. D. Angerman Publisher SCIENCE and MECHANICS

## A Much Needed Handbook and Guide for Thousands of Small-Space Advertisers

## Table of Contents

-How to Analyze Your Proposition -How to Stert Your Ad -70 ways to Stat an A -How to Explain Your Proposition -6 Most Powertul Words in Mall 6 Most Power
-100 Words That Have Sales Appeal -Making Your Ad Understandable -How to Create Confidence - How to Get Action
-70 Phrases That Stimulate Action -Should You Advertise for Ordiers of Inquiries?
How to Discourage Remittances in Stamps
-Can You Use a "Company" Hame? -How to Seliect the Address to Use - Standard State Abbreviations -8 Ways to Key Your Ad - How to Kay Each Insortion -Keeping a Record of Resuits - How to Save Words in Writing Your A -How to Figure the Cost of Your Ad -Correct Word Count of Words that Are Often Centusing

- How to Plick Publications That Pull -How to Select the Best Pulling Classification
- How to Test Your Ad
-How to Double or Tiplife Your Ot's Mako Final Check
- Let's Make a finar Check

What ABC -What ABC Cliculation Means to Yoe

Now you can learn the secret of getting better results from your classified advertising - making one dollar do the work of three, five or even ten-by ju
what to say and how to say it.
This handbook gives the real "KNOWHOW". It explains the four basic appeals that induce people to buy. It reveals the six moest powerful words in advertising and points out the best ways $o$ une them It illustrates actual samples of classified ads showing how these six magic words weribes 12 ways to create confidence. It sives seven sure-fire plans to get action. gives aeven sure-fire plans to get action. should advertise for inquiries or orders. It makes clear how to check the pulling power of every ad in every publication. But that is not all! You learn the secret of how to make your classified ads believ able, how to make them convincing, how

## MAIL THIS HANDY COUPON WITH A DOLLAR

Science and Mechanics Magazine
450 East ohie streat, Dept. 384, Chicago 11, milino
1 enclose 81.00 for a copy of
How to Write a Classified include a Credit Certificate good for $\$ 2.00$ toward the in SCIENCE AND ME CHANICS. This givee me double my money back.

State

[^5]to make them pull the results you want with the fewest number of words.
Think of the advantage you will have with these priceless secrets at your command! You may be able to double or eve day pass by without getting a copy of thi valuable handbook. Mail coupon today
FiEE $\$ 200$ CREDIT CERTIFICATE
We would like to offer a copy of this handbook absolutely free to every one intereated in clas sined adved. Therefore, we did, we would b nal charge of only $\$ 1.00$. With each handbook we include a Credit Certificate good for $\$ 2.00$ toward the payment of a clasaified ad in SCI ENCE AND MECHANICS. Hence, you ge DOUBLE your money back. And if you don' think
$\$ 1.00$, return it with the certificate and we

ค-

## Fewer Advertisers in TV; They Spend More

mate for the total tv advertising expenditure, including all time and talent costs, for 1957 was $\$ 1,315$ 000,000 , compared with $\$ 1,209,900$, 000 in 1956.)
Mr. Cash, who obviously is con cerned over some of the soft-mar ing in the press during this heavy cancelation tv season, gave the in dustry's usual answer to critic who maintain that the "boredom factor" is catching up with the me

## Gross Time Spot TV Expenditures: 1956-57

 By Time of Day, Type of Spot The following table shows th amount of money broken down by the types of spots used and day parts. Source: TvB from N. C. Ror abaugh data:
## activity in the tv medium.

Coincident with the press con ference, the bureau released a part
of its 1957 annual report on spot tv, of its 1957 annual report on spot tv
with the full report on fourth quar with the full report on fourth quar-
ter expenditures. Some data on network tv time sales by compahies also was included

- To nobody's surprise, Procter \& Gamble ranked first last year in creases in both. In both the soap company spent categories the soap company spent about twice much as the No. 2 advertisers. Runner-up in network, despite a utback of a few hundred thousan dollars, was Colgate-Palmolive Brown \& Williamson continued The top 2 position in spot The top ten network spenders for 1956 list, but one of them-Grom the 1956 list, but one of them-General Motors plummeted from thir a sharp reduction in budget.
On a category basis, network t

gained support from food; toiletries -its biggest single group; and (000 omitred) (000 omitred) Night | 145,038 |
| :--- |
| 259 |$\$ 132,339$ Nigh

late Total …................. $\$ 449,734 \quad \$ 397,606$ Ann
IDs 99,879 \$ 176,429 $\begin{array}{ll}48,856 & 46,806 \\ 112,549 & 03,54\end{array}$ 87,450 Participatio

448734
showing (1) that the average tv home is spending more time than ever with the set turned on, (2) ning, daytime and weekend show are $u p$ and (3) that the average
network tv program is delivering more homes to its sponsor.

- Asked how he reconciled this rosy statistical picture with the fact that network tv's show casualty
rate seems to be going up, Mr. Cash attributed a part of the sponsor restlessness to general business conditions and resulting shifts in product standings. He said it is
mainly a matter of sponsors who are moving their dollars around the medium, from one show to an other or from network to spot, etc., rather than sponsors moving out of television. Mr. Cash said that "business is hard to come by in television these days, as it is generally, but he em
phasized that there is still "plent phasized that there is still "plenty ${ }^{\text {mar, Mo. }}$

Top 10 Spot TV Advertisers: 1956-'57 Gross Time Expenditures


Top 10 Network TV Advertisers: 1956.'57
Gross Time Expenditures
Source: Publishers Information Bureau

| Rank |  | 1957 | 1956 |
| :---: | :---: | :---: | :---: |
| 1. Precter \& Gamble |  | 47,046,000 | \$ 43,457,300 |
| 2. Colgate-Palmelive |  | 19,375,700 | 19,880,300 |
| 3. Chryaler Corp. |  | 13,915,800 | 18,198,300 |
| 4. Amarican Home | Preducts | 18,535,800 | 15,758,000 |
| 5. Lever Bros. |  | 16,297,300 | 11,322,600 |
| 6. Gillette Co. |  | 15,790,800 | 15,257,900 |
| 7. General Foodr | - | 13,550,600 | 15,688,739 |
| 8. R. J. Meymolds | ..xw | 13,201,600 | 11,424,400 |
| 9. Ford Motor Co. |  | 13,023,200 | 10,316,421 |
| 10. General Motors | Corp. | 12,733,400 | 19,086,800 |

Room for the whole darn tribe

heap plenty room-De Soto will boost its station wagons with color page in Life March 17 and in March issues of Holiday and Na and outdoor will be included in the March push. Batten, Barton, Dur stine \& Osborn is the agency.

## 35 Years Old,

'Time' Adds Up Ad
Sales of $\$ 500$ Million
New YORK, Feb. 26-Tim "monumental" indifference in it early days, the magazine recalls celebrates its 35 th anniversary March 3.
First issue of the magazine, daed March 3, 1923, went to 12,000 people; its most recent issue-ou here and abroad. The first issue was 24 pages including seven pages of ads (Murad cigarets, Durham Duplex razors). The current issue - 88 pages-carries 43 pages of advertising.
In 1927, Time got $\$ 501,268$ for advertising; in 1937, \$8,194,038 in $1947 \$ 23,204,329$; in 1957, $\$ 45$, 12,621. In 35 years, advertise have purchased 90,000 pages for went from an average net paid of 18,500 in 1923 to $2,171,505$ in 1957 Its base last month was 2,250
000 . \#

Volkswagen Names Mathes; Eyes Bigger Slice of U.S. Market

## Continued from Page 1)

 bwut 70,000 were Volkswagens 1954 to 29,000 in 1955 and to 50,000 in 1956. In 1957, Volkswagen sold more cars than Studebaker, Packard, Nash, Hudson, Lincoln or Im perial.As this record shows, the $\$ 1,700$ rear-engine beetle from Germany has done handsomely without any advertising program. The foreign car market, however, has become
increasingly competitive. Volksincreasingly competitive. Volks-
wagen's rivals, all equipped with wagen's rivals, all equipped with
agencies, are stepping up their adagencies, are stepping up their ad pany is following suit

- Renault Inc., runner-up Volkswagen in 1957 with sales moved its ccount from Mann Ellis to Needham, Louis \& Brorby (AA Jn 27) and reportedly is mounting a $\$ 750,000$ campaign for 1958. Renault broke new ground 1958. Renault broke new ground Saturday Evening Post.
Automobile importers are shoot ing for a 300,000 year in 1958 the U. S. new car market. Pre liminary reports indicated tha they are on target. Volkswagen re Vortedly sold 5,000 cars in January today to say what kind of advertis ing program it will support. Madison Ave, speculators have mentioned figures like $\$ 750,000$ and $\$ 1,000,000$, but Scott Stewart, pub lic relations director
wagen, told Advertising Age than I do
J. M. Mathes executives also the scope of the program.
- Like many other foreign-owne companies, Volkswagen of Ameri lance from the home Selection of Mathes was made more than a month ago but could not be officially announced unt wagen, sent his okay from Ger many. \#

4 A's Booklet Urges Business Papers to Standardize Reports
New York, Feb. 25-American Assn. of Advertising Agencies ha issued a revised edition of "Sug Business for the Advancement of Business Publication Advertis ing." Much of the material in the lually of the data first issued in 1953, has been revised and brought up to date.

- The Four A's again urges pub ishers to "consider the advantages presenting media data and in formation on the markets they erve in a standardized pattern," and recommends the use of the Me dia Data Form, developed by Na tional Industrial Advertisers Assn which has also been indorsed by Associated Business Publication and National Business Publica tions. In addition, the Four $\mathbf{A}^{\prime}$ notes that "use of the NIAA form should not be confined to publica tions in the industrial field

Copies of the new booklet may be obtained from the Four A's, 420 Lexington Ave., New York 17. \#

General Tire Names Ragsdale, Harrington to New Duties
In a realignment of advertising sales promotion and merchandising departments, General Tire


Ralph E Harrington, formerly ad
Ralph E. Harrington, formerly ad ertising director, merchandisin manager and John G. Ragsdale formery manager foles pro motion and advertising, advertis ing director.
Mr. Ragsdale now will direct protion advertising and sale promotion operations of the com pany.

## Top 100 Spot TV Advertisers

Fourth Quarter, 1957
Source: Television

| 1. Procter \& Gamble Co. ......... $87,857,400$ |
| :--- |
| 2. Brown \& Williamion |
| Tobocco Co.................... |



| 624,500 | 87. General Cigar Co |
| :---: | :---: |
| 602,900 | 68. Alberto-Culver Co. |
| 590,300 | 69. Phillips Petroleum |
| 574,600 | 70. Wm. B. Reily \& Co |
| 564,600 | 71. P. Lorillard |
| 553,600 | 72. Wander C |
| 545,200 | 73. Max Factor 8 |
| 543,100 | 74. Texize Chemical |
| 541,600 | 75. Bond Stores |
| 536,600 | 76. Theo. Hamm Bro |
| 533,200 | 77. Maybelline Co |
| 530,500 | 78. Hills Bres. Coffe |
| 519,700 | 79. M. J. B. Co |
| 513,200 | 80. Scriplo |
| 509,300 |  |
| 500,400 |  |
| 482,400 | 82. Carling Browing C |
| 477,300 | 83. Harold F. Ritchie |
| 472,000 | 85. Quaker Oat |
| 451,500 | Great A \& P Te |
| 437,300 | 87. Bymark.Tintair |
| 420,900 | 88. Texas Co. ... |
| 413,000 | 89. Sofoway |
| 400,400 | 90. Lienel Cerp. |
| 392,600 | 91. Chesebrough-Ponds |
| 389,400 385000 | 92. United Vintners |
| 385,000 | 93. General Mills |
| 383,900 | 94. Nehi Corp. a botlers |
| 383,000 | 95. Monarch Wine Co. |
| 382,400 | 96. Gold Seal Co |
| 379,800 | 97. American Sugar Refini |
| 375,600 | 98. Drug Research Corp. |
| 372,000 | 99. Kroger Co. |
| 367,000 |  |



## Harrison Denies FDA

 Charge That TenDay Polish Hurts NailsWashington, Feb. 26-The Food 8 Drug Administration has appealed to cosmetic dealers to turn

back all unsold stocks of TenDay press-on nail polish.
An FDA announcement said the plastic nail covering can cause
peeling, splitting and breaking of nails, and that more than 700 women have already complained of injuries.
M. I. Schultz, president of Harrison Laboratories, at first denied
the FDA charge and maintained that, contrary to the FDA statedraw its product from the market ater said the company had "invitd" dealers to make returns. The for a conference.
Advertising,
discontinued "until the dust set tles," the agency, Product Services marily a tv advertiser, the company uses spot iv in "many markets" and participates in the "Jack Paar Show" (NBC-TV)

- According to Mr. Schult2, over $32,000,000$ applications of the product have been distributed since it time we have had no complaint from dealers, and less than 600 complaints from customers. This every 40,000 applications.
"It is common knowledge that population always reacts badly to any nail covering, enamel or pol ish. Every company in the cosence," he asserted.
Mr. Schultz also said the produc had been tested and medical au thorities consulted long before it a $\$ 1,000,000$ national introductory ad push for the product last yea


## FTC, Tobacco Men

Meet to Set Smoke Test Standards
Washington, Feb. 26-The totoday industry turned out invirio from officials of the Federal Trade Commission who want to frame standards for the smoke tes!s which are used in cigaret ads.
Representatives of virtually on hand. In addition, the commis sion received advice from organizations like Consumers Union and Reader's Digest, which have been critical of filters used on popular brands of cigarets, and from representatives of medical groups, testing laboratories and several government agencies.

- The meeting was called by the commission's bureau of industry cooperation after a fouse subcom mittee under Rep. John Blatnik (D., Minn.) complained that the commission has been negligent in trying to eliminate deception about
tests used by tobacco companies. tests used by tobacco companies. Committee members had pointed that tests of various brands are difficult to compare because the industry is
standards.
At the meeting today, Charles E Grandey, chief of the bureau o mission hopes to frame commission hep will protect "even the least wary." Toward this end, he asked individual companies for advice on such technical factors as butt length, frequency of puff, amount of air in a puff, and the most meaningful way of measuring tar and nicotine content of smoke.

shapely Jartzen returns to artwork after two years with photo zaar and Vogue) illustrated b Rene Gruau (AA, Sept. 2). Jant zen will spend about $\$ 500,000$ in the new campaign. Botsford, Conis the agency.


## Chrysler Car Output

 Dips 60\%, Sales 30\% in First 2 MonthsDetrorr, Feb. 28-Passenger car his year is down $27 \%$ from the same period in 1957, but Chrysler Corp. is faring far worse than other car makers, with a drop of more ADvertising its five automobiles. Chdvertising AGE learned that this year, as compared with a decrease in industry sales of $24 \%$ to $25 \%$. Too few changes in styling for Chrysler Corp. cars are believed to be the principal reason for the larger Chrysler sales drop-off. In addition to a soft market, Chrysler's big production cutbacks reportedly are the result of labor
troubles, alterations in plant laytroubles, alterations in plant lay-
outs to increase efficiency, and a reduction in the work week.

- Along with decreases in sales and production, Chrysler has cut its five cars. For example, last year the Chrysler car division, corporate advertising, export advertising,
for passenger cars and Chrysler tv for passenger cars and Chrysler tv advertising in Canada (all pre-
viously handled by McCann-Erick son) billed about $\$ 27,000,000$. This year, the same segments are ex-
pected to bill an estimated $\$ 20$, 000,000 .
Figures in today's Wall St. Journal show DeSoto production off $30 \%$; Imperial, $60 \%$, and Plymouth $0 \%$, all ever, show dips in production with the exception of Rambler, which recorded an impressive production jump of $140 \%$, and Chevrolet, which has produced nearly 5,000 Following are 1958 duction figures for all cars:



## Last Minute News Flashes

Remington Introduces Shaver Accessory Line
BridgEPort, Feb. 28-Remington Rand electric shaver division
Sperry Rand Corp. will introduce a new line of electric shaving acce sories the end of March in Sunday supplements in four markets and on "Gunsmoke" (CBS-TV). The line includes a pre-shave powde stick, pre-shave and after-shave lotions, coiled extension cord, servic o increase voltage. Paris \& Peart, New York, handles the shaver ac cessories.

## Hammer Takes Over as Head of Mutual

New York, Feb. 28-The majority stockholders who took over ownmanagement of the network. In as temporary president, replacing Paul Roberts, is MBS chairman Armand Hammer, president of Oc cidental Petroleum Corp., one of the principal owners of Mutual. Back Stopping him as exec Vp, replacing Bertram J. Hauser, is Georg Advertising Age Mutual is not for sale; he said the network will continue to emphasize news, music and special events.

## Snyder Leaves McCann to Head TV Station

flient serv ices of McCann-Erickson, Cleveland, is leaving to become genera Mr. Snyder previously was vp and general manager of WXEL here.

## Conn Appoints Juhl Agency; Other Late News

- Conn band instrument division of C. G. Conn Ltd., Elkhart, Ind. has appointed Juhl Advertising Agency, Ellkhart, to handle its advertising effective March
- DuMont Broadcasting Corpo, New York, has acquired its fourth station through the purchase of WHK, Cleveland, O., from Forest City Publishing Co., publisher of the Cleveland Plain Deater and Cleveland News, for $\$ 700,000$. The sale is subject to the usual FCC approval, after which DuMont will decide whether the station will continue as an NBC Radio affiliate or go independent. DuMont's other stations ar independents
- Minute Maid Corp., Orlando, Fla., is test-marketing a frozen concen rated chocolate campaign on WOR-TV. Packaged in 6 oz . cans, the product makes 11 pints of chocolate malted milk when added to three parts milk. Ted Bates \& Co., New York, is the agency.
- B. T. Babbitt Inc., New York, will break "the most extensive adver ising and sales campaign in this company's long history" in ten mar keting areas shortly, using spot radio and newspapers to promote the
company's entire product line. Brown \& Butcher, New York, is the company's.
- General Motors reportedly is planning to manufacture a new small car in the U. S. to compete with foreign model small cars. The new car, which is supposed to have a $100^{\prime \prime}$ wheel base, reportedly will be marketed in the summer of 1959. GM denied the reports.
- Metro-Goldwyn-Mayer Pictures, New York, will break a radio and with additional markets to be scheduled. Minute spots are schedule with additional markets to be scheduled. Minute spots are scheduled two days be
the agency.


## Quaker Shifts \$3,500,000 Ken-L

 Account from NL\&B had dropped its Swift \& Co. prod-ucts, which included Pard dog food ollowed closely the word that Ken L Ration was leaving NL\&B. Sinc JWT already has a portion of
Quaker Oats (Aunt Jemima ready mixes), speculation was tha Thompson would get the Ken-L Ration business.
However, Mr. Elting said as far as he was concerned the two moves related." He did not eliminate JWT
as a possibility for the account, however. \#

## Stroben Joins 'Mart'

William D. Stroben, who resign ed in January as director of ad vertising of the Norge division o Borg-Warner Corp. (AA, Jan. 27) has joined the advertising staff of Mart. He will work from Mart Chicago office, covering account in midwestern states. Before join-McCann-Erickson and Sylvania.

Dangertield to Cavanaugh Harry Dangerfield Jr, h joined Cavanaugh-Morris Advertising, Pittsburgh, as an accoun executive. Most recently commer cial manager of XETV, San Diego, Cal., Mr. Dangerfield also has been
with KDKA, Pittsburgh, and was a
p of Bond \& Starr

merged to form Wolaver \& Bald win, with headquarters at 1220 Huron Rd. David G. Wolaver is president and treasurer of the new agency, and Duff H. Baldwin is vp and secretary.
Mr . Wolaver started his agency in 1950, and Mr. Baldwin formed serve 24 industrial and consumer clients.

Grant Names Cather Manager of Detroit Office
Myers B (Bud) Cather mpointed Myers B. (Bud) Cather manager R. McIntosh, exec vond manager R. McIntosh, exec Vp and manager who now will devote operations, supervision of the age time to work of din of the agency's net work of domestic offices and ac Grant in 1955 as vp and Doige ac Grant in 1955 as vp and Dodge acaccount supervisor on Dodge.

JWT Resigns Its $\$ 3,000,000$ Share of Swift Account
did through agencies, but lost out on many products first to Needham, Louis \& Brorby and later to McCann-Erickson

- JWT's present slice of the Swift avertising probably bills around $\$ 3,000,000$. The biggest advertiser said to be Vigoro fertilizer, followed by Allsweet and Pard. Total Swift advertising for 1956 was esimated at $\$ 15,000,000$.
At the agency, George Dibert count executive who was called from JWT's New York office usiness and save the fading Swift omais in 1954, said only that the remainder of the account was ropped for business reasons.
He said the termination dates for work on the individual products Swift said been set.
Swift said it has not picked an agency or agencies to replace Thompson. The betting today seemed to favor McCann-Erickson, which now has Swift's meats billNgs.
Needham, Louis \& Brorby first entered the picture at Swift abou 1942 , when it was awarded the olemargarine account, formerly han dled by JWT, and the ice cream account, which had been handled by the old Blackett-Sample-Hum mert agency. JW'T still kept the lion's share of the business, but Needham added new products -including Sunbrite cleaner-and industrial and farm products.
- In the early 1940 s , McCann gained an important wedge by being named to handle new products development advertising for Swift as well as some of its dairy products. McCann added canned meats, poultry, shortening and some frozen foods to its list
Then Needham began to fade n 1953 Swift assigned its Jewel products to Gardner Advertising Co., St. Louis, and its ice cream to McCann, both replacing NL\&B. In 1954 Needham dropped its remaining Swift business to take on count. By 1954 dairy products, plus the institutional advertising. In March of that fom Thompson. The big blow-JWT-came in August, 1955, when Swift shifted its fresh meats and table-ready meats from JWT to McCann.
The present lineup of Swift agen-
McCann-Erickson - agricultural research, butter, eggs, cheese, canned meats, consumer package tel, restaurant and institutional sales, ice cream, industrial and public relations advertising, meats franks, table poultry, fresh meats, casings, trade relations, home eco nomics.
Russell T. Gray Inc.-adhesives, glues, gelatins, industrial oils, industrial soaps.
Bert S. Gittins Advertising-
Negotiations Progress for Sale of Hazel Bishop to Chesebrough Negotiations have been in progress for some time concerning the possible sale of Hazel Bishop Inc. both 0 mpanies have confirmed There are mo indications at this the that they will be consumated mocessfully paymond Spector head of Harel Bishop Ine and president of Raymond Spect. and owns $62 \%$ of Hazel Bishop stock.


## Vignettes of Admen Brighten New Mayer Book, 'Madison Ave., U.S.A.

(Continued from Page 2) shop is expounded in full. "BBDO does advertising for U.S. Steel, that's fine, we call it 'Board of Directors' advertising," Mr. Mayer quotes Mr. Reeves as saying. "If U.S. Steel stopped advertising for a year they wouldn't sell one ton less steel. If Viceroy stopped advertising for a year you'd feel pain all over your body. Or there is Mr. Reeves, stressing the importance of repetition in advertising, relating this story: "I had a client down in the Caribbean with me on a boat, and he said to me, more or less joking, you understand, 'You have 700 people in that office of yours, and you've been running the same ad for me for the last 11 years. What I want co know is, what are those 700 people supposed to be doing?? told him, 'They're keeping your advertising department from changing your ad.
Or there is Mr. Reeves, sitting before a typewriter in a back room of the Transfilm studios, churning out 28 television spots in a few
hours for a somewnat abashed Presidential candidate, Dwight D. Eisenhower.

- Mr. Mayer reports, incidentally that in 1948, E. H. Little, board chairman of Colgate-Palmolive Co., had Bates (a Colgate agency) prepare sample radio spots for Thomas E. Dewey, but they were never used because Dewey rejected the idea "with the full approval of
BBDO," the GOP agency in that campaign. Mr. Mayer quotes Mr Reeves as saying: "I am quite certain that if Mr. Dewey had known these things, and understood them he would have been President."
- Admen will relish the vignettes of agencies and people scattered throughout "Madison Avenue, U.S.A."
* There is David Ogilvy, "still British enough to be slightly exotic brand image approach. "I dis think we advertisers should run campaigns that we'd rather not have our children see."
- There is Norman B. Norman, " ${ }^{i}$ high-voltage salesman ('the perfect huckster,' says the head of an unfriendy rival agency), explaining how BBDO ruined The $\$ 64$, 000 Question. The importan thing when we had it was the poor identify with them. BBDO began using prominent figures. Randolph using prominent figures. Randolph Churchill, for the empathy."
. . . means
Bertsch + Cooper


## it also means typographic proots beyond compare . . proofs that are mechanically true

Type faces used are:
Bertschtypes No. 70B and 89A
there
There is Garit Lydecker, Scott Paper account supervisor a thompson, who received a handBurne attaché case when he left Leo working under him. Stamped in gold on the inside of the case was the legend, "Keep us in mind." Three of the seven now work for JWT. "Best investment the little rascals ever made," says Lydecker - There is Ernest Dichter: "What everyone agrees on is that Dichter of Dichter's clients ond that and he gets a bone in his teeth he never hets it go."
lets

- There is Clifford Parsells, re search director of Ted Bates, "a big ruminative man, whose dignified and conservative mien is tempered by a fondness for loud Argyle socks," who explains: "You know this is a fascinating business. It's a very educated business, educated by know-how, like a good bartend er. You don't really know why do it."
- If Mr. Mayer appears to be ir reverent at times (he admits in the preface that it was "especially difficult" to maintain objectivity in dealing with advertising research "where salesmanship and science have been ingeniously interwo ven"), it is also clear that he picks his spots. In the two chapters that are concerned largely with J. Walter Thompson, there is very little rreverence.
The J. Walter Thompson philosophy and method of organizationboth shadowy affairs that have rarely seen the light of print-are Mayer who discernment by Mi regard for Stanley Resor's contri butions to advertising.
Mr. Resor's great contribution Mr. Mayer believes, "has been his conviction that advertising is neiness, but an independent force in the community-and a profession which should have status comparable to that of law or medicine."
- Described here are Thompson's testimonial department, elegantlyfurnished private offices, profit sharing plan ("probably the most generous" in the business) and famous "backstop" system ("I hate that word," says one backstop, "be cause it implies that somebody is always drop
isn't true").

On the other hand, Mr. Mayer in noting that McCann's research department has done more work than any other agency "in Adlerian analysis, with its heavy emphasis on power drives," comments, "Another interesting example of the what he really believes in'."

- In describing McCann's organizational setup, Mr. Mayer allege that middle and lower-echelon em ployes "are deprived of certain personal satisfactions in their work" and "copy chiefs at other agencies have noted that there is always a rash of applications from people at McCann when new top executives are hired into the agen cy and begin handing down dicta.
In tracing McCann's sensational growth since 1953, Mr. Mayer uses such terms as "acceleration under forced draft," "constant raids on other agencies' clients and personnel," "Introduction of management procedures previously unknown in the agency business," "a monolithic organization," "everyone at Mc Cann talks the same language.

Many advertising men,"
growth writes, feel that McCann's the agency only a handful of peorather than of a solid structure and advertising man had anything to that the bubble will eventually be do with the ad.
"He is a cog in a little wheel that runs by faith inside a big wheel

- But Mr. Mayer's basic quarrel with McCann is that its president, Marion Harper Jr. (an "Oklahoma boy" who displays "an apparently unceasing drive to success" and who "has caused it to be noted in Who's Who' that he started as an office boy"), conceives of advertising as a business rather than a profession.
One of the basic conclusions of Madison Avenue, U.S.A." is that the future of advertising" must lie in the establishment of professional status, so that advertising can break "the bounds of servility" and the adman "can face himself in the morning."
If McCann-Erickson is a busi ness, Mr. Mayer argues, "there does not seem to be any profound reason why creative people should choose work in one business rather than tatus, advertising cannot offer much to the young talent on which its future depends."
.
In this respect, Mr. Mayer ex presses surprise at agency adverising. "In advertising," he writes, ethical as Young \& Rubicam will hink nothing of running an adver iseme at for itself, showing empty chairs around a television set, im plying that other agencies turn out elevision commercials which drive the customers out of the drom. (The equivalent would be a General Motors ad showing Plymouths eral Motors ad showing Plymouth ing by the side of a road on a hot day.)"
In his concluding chapter, Mr. Mayer notes that economic theory has never been able to handle advertising very effectively, and he uggests as a partial solution the premise that advertising "adds a new value to the existing values of the product."
With this premise, he says, is possible to explain a number of therwise puzzling phenomena in fact that advertising actually sells goods, in the face of actually sells one's proud insistence that it never influences him.
- "Madison Avenue, U.S.A." will probably be remembered more for its descriptive passages than for his idea. In particular, it may achieve memorability for such in-
cisive portraits of the adman as the following:
"What makes the men in the business love their work and spend themselves too quickly at it, though, is neither the glamor nor the money. Instead, it is the great game of advertising, and the satislaction of making a personal sco the game.
"Most people who speak of advertising as a game think of the game as something simple, like pin-the-bottle; actually, the game of advertising is a classic game, as complicated as chess. What the advertising man loves in his work the constant ly he mysteriously changing numbers his measure, or seem

```
failure
```

"The advertising man in the typcal case needs the challenge and the thrill of the numbers game as much as he needs his salary. Advertising is selling, and the great satisfaction of selling is closing the sale. The advertising man can never close a sale; in fact, he can never be certain that it was his effort which made the sale possible.
"Worst of all, he works in black anonymity. Everybody in America may know his ad, but not one citizen in a thousand will know so much as the name of the agency which prepared the ad, and withi
that runs by the grace of God; he puts his shoulder to the job, and watches eagerly for measurements of how fast the wheels are spinning."

## Hearst Honors Bradshaw

Robert M. Bradshaw, circulation director of the Milwaukee Sentinel, has been elected "Hearst circulator of 1957." The Sentinel last September attained a daily average in excess of 200,000 for the first time, highest six-month circulation average in its history

## Irving Serwer Adds 1

Princess Marcella Borghese Inc. New York, maker of a new line of luxury cosmetics, has appointed rving Serwer Advertising, New York, to handle its advertising and merchandising.

## PRE-TESTED <br> , TUGBOH ANWE

BRAND.NEWI FIRST-RUNI

## SUCCESS!

Saturday Evening Post Over $650,000,000$ readers of Norman Reilly Raine's 65 Tug boat Annie stories! 27-year run continues by popular demand

## success:

Metro-Goldwyn-Mayer Tugboat Annie motion picture feature a box-office record breaker in the top motion picture theatres. N. Y. Times -"story superior" - "a box-

## SUCCESS!

Chicago Audience Test $92 \%$ of Lake Theatre audience rated Tugboat Annie" a TV \& Sells, C. P. A.

## success!

CBC TV Network
R. B. Collett, Adv. Dir., Lever Brothers Limited, writes excellent viewing audience general public, through mai and telephone calls, indicates strong appeal for every mem ber of the family." Tugboat Annie outrates such shows as Perry Como, Gunsmoke, Wyatt Earp, Dragnet, Climax, Disneyland and many, many others in Canada network markets.

## tpa

television procrams of americh, inc. 488 MADISON • N.Y. 22 • PLaza 5-2100

*Client and Agency Are Discussing Their Sales Program ..."The Measurable Results Produced This Year and the Potential For Next Year ...From The MOOSE Club and Family-Home Markets"
$\left\{\begin{array}{l}\text { The primary consideration in all advertising planning must be based upon qualified analysis of the } \\ \text { potential customer and his degree of interest in the medium; how his attention can be gained miost }\end{array}\right\}$ $\left\{\begin{array}{l}\text { potential customer and through his own interests-then influenced favorably toward the product-and converted to sales. }\end{array}\right.$,

In discussing the reasons why this audience represents one of the demonstrated friendly and responsive groups (for most products) ... the in-the-know advertising man will tell you the MOOSE Magazine reader is an intensely-interested-reader because the entire editorial content of his Magazine is confined to the reader's own MOOSE-Interest activities . . . human interest activities such as MOOSEHEART "The Moose Child City" with nearly eight hundred dependent orphan MOOSE children... whe have more than "one million MOOSE Moob Old Folks Home at MOOSEHAVEN, Florida... MOOSE Sports and the Bee-Hive of MOOSE Club activities that induce nearly $16,000,000$ "visits" to the 1,755 MOOSE Lodges annually. All these MOOSE activities are featured editorially only in MOOSE Megazine. The sustained high degree of reader-interest in these editorial pages provides prospect-interest in a highly receptive editorial "climate". Each member of the MOOSE Family Fraternity pays for his subscription to his MOOSE Magazine. Because the entire circulation is through-themails you blanket the entire market influencing over $6,000,000$ people, MOOSE and their families, with every issue enabling you to gain repeated-sales-message-impact throughout this friendly and responsive audience.
Note This: Ad Manager, Sales Manager, Account Man and Space BuyerTake A Look At This Record. . . it has been growing continuously since 1910

- cieanettes - cigans - to Brcco the MOOOES $14 ., 91.1 \%$ are Smoken

 Minow)
- cals sonits Gas - Oil -acers. Car Owneri, the volumer need bl

 Moose Car Owner DVand switch

- aEEX-WHiskey-wiwe ddition to the wage heme . in suming market, owr MOOSE Clubs. purchase nearly $535,000,000$ ansually in Liguer, leer and Wines. (We can tell you how the Brande rele, too-in both Markithl)
- bincet-ripir offess . Duro ing the past 12 menth, Moose
Maganing carried over 1,000
 direct-reply advertisementh with
mere then
mose
 of MOOSE Magasine res reder: Advertioers foil uis "Moose tis magazines pubilished" ${ }^{\text {and }}$.
- home appliances . . . DO-IT YOURSELF . . . With over 709,650 Hourselr. . With here orer som, of
the ifems MOOSE will purchase the items MOOSE will purchai
diving the next 12 month
dearty to anarly
nearly
50,000
Retrigerators.
$\mathbf{1 1 . 2 \%}$ Perahene Moose-Adyerrised - Travel - Fodio-TV - Hewrancela - Myruery lisem Home Buliding Medernization
Products
- Propuciefarier
- YoDR

[^6]Here Are A Few of The Facts These In-The-Know Sales Minded Executives Are Talking About . . .
$\{$ Rate Yourself $\mathbf{1 0}$ Points For \} Each Sales-Fact You Know . .

















PACT: Moosk Meatioe ane whou will this CTuis


_ - - Check Your In - The - Know Rating

## more people read the daily DETROIT FREE PRESS than any other Detroilt newspaper*

* $_{\text {abc }}$ publlshers' statements, 9/30/57

The friendly FREE PRESS, Detroit's only morning newspaper-and the fastestgrowing advertising medium in America's Motor Empire-is represented nationally by Story, Brooks \& Finley (with offices in 10 principal cities) and, for retail advertising, by George Molloy, New York


[^0]:    AmERICA'S LARGEST SELLING MAW'S MAGAZIWE A FAWCETT PUBLICATION - Fawcett Bldg., New York

[^1]:    the magazine that reoches the NEW generation. Published by the Boy Scouts of America

[^2]:    200 EAST ILLINOIS STREET - CHICAGO 11. ILLINOIS 480 LEXINGTON AVENUE - NEW YORK 17, NEW YORK

[^3]:    Pepsi Bottler's Sales Up $\left|\begin{array}{c|c|}\text { earnings. Its } 1957 \text { sales were } \$ 17,- & \text { C-M Transfers Heathcote }\end{array}\right|$ Tea Council Names Reynolds $\mid$ Rimmer Joins Equipment Boole
    Pepsi-Cola General Bottlers 665,981 compared with $\$ 14,406,971$ Donald E. Heathcote has been The Tea Council of Canada has Judd G. Rimmer has joined New inc., Chicago, distributor of Pepsi- in 1956. 1957 net income after tax- transferred from the Minneapolis named E. W. Reynolds Ltd., Toron- Equipment Digest as a salesman Kansas City and Louisville mar- $\$ 827,034$ in 1956 , and the earnings Campbell-Mithun. He will be an tive Aprll
     $\left.\begin{array}{ll}\text { kets, enjoyed a } \\ 1957 \text {, but suffered a } 3 \% \text { drop in } 84 \text { ¢ in } 1956 \text { to } 81 ¢ \text { in } 1957 .\end{array} \right\rvert\, \begin{array}{ll}\text {. }\end{array}$

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